



ACPACI *e*FILES



Official Newsletter of the Association of CPAs in Commerce and Industry

ACPACI
ASSOCIATION OF CPAs IN COMMERCE AND INDUSTRY

41ST ANNUAL NATIONAL CONVENTION

September 25 - 27, 2025
Baguio Country Club, Baguio City

REGISTRATION FEES	
	REGULAR
Single	P24,200
Twin	P18,000
Triple	P17,000
Live-Out	P12,000

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Accommodation Package: 3 Days - 2 Nights Stay at BCC

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PRESIDENT'S MESSAGE

Upholding Excellence in Motion: ACPACI's Midyear Highlights

In a dynamic professional environment characterized by constant change and rapid innovation, the Association of Certified Public Accountants in Commerce and Industry (ACPACI) remains a pillar of relevance, integrity, and leadership. Anchored in the theme "Elevate and Adapt: Upholding Excellence in an Evolving World," ACPACI's Induction and Turn-Over Ceremonies in January marked the Association's enduring commitment to continuity, innovation, and proactive, transformative leadership. ACPACI also welcomed the December 2024 CPAE passers during their Oath-taking Ceremony. Furthermore, it collaborated with allied organizations to foster sustainable practices through the conduct of the 2nd Sustainability Conference 2025.

February brought a strong wave of engagements and strategic collaboration as ACPACI elevated its relevance, influence, and alliances. The Joint ACPACI-MMGAO Commerce and Industry Summit served as a platform for key discussions on innovation and transformation, reinforcing the vital role of CPAs in navigating emerging trends. ACPACI also participated in the BIR National Tax Campaign Kick-Off with the theme "Buwis na Tapat, Tagumpay Nating Lahat"; the 2025 TMAP Induction; and the Institute of Corporate Directors (ICD) Induction of Officers. These activities further strengthened the Association's ties with key government agencies and network organizations. Environmental advocacy was demonstrated through joining the DENR's Forest for Life Project, while the 2025 Strategic Planning Conference reaffirmed the Association's forward-thinking vision and collective roadmap.

March highlighted the value of good governance, social responsibility, institutional pride, and regulatory awareness. The First Board of Directors Meeting set the tone for an active and responsive leadership. In line with ACPACI's commitment to service, a CSR activity was conducted at the Little Sisters of the Abandoned Elderly - Sta. Teresa Jorjnet Home, exhibiting the Association's compassionate outreach beyond the profession.

ARISTEO R. CRUZ
ACPACI President
2025

PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
The National Organization of Certified Public Accountants
and
PICPA National Accountancy Week Celebration (AWC) Committee
in partnership with
Association of Certified Public Accountants in Commerce and Industry (ACPACI)

2025 ACCOUNTANCY WEEK CELEBRATION SPOTLIGHT ON COMMERCE AND INDUSTRY

Grand Ballroom
Century Park Hotel, Malate, Manila
July 16, 2025 | Wednesday
08:00 AM - 05:00 PM

Keynote Speech:
On Track the Philippine Architecture in 2025

SEN. SHERWIN T. GATCHALIAN
Senator
Senate of the Philippines, 18th Congress

Technical Session 1:
Economic Briefing for the
Commerce & Industry Sector

ATTY. ROEL A. REFRAN
Chief Operating Officer & Executive Vice President
Philippine Stock Exchange (PSE)

Technical Session 2:
Not Your Usual Bookkeeper:
CPAs Leading the Private Sector

MS. CHAYE CABAL-REVILLA
Incumbent Chief Financial Officer and
Chief Sustainability Officer
Metro Pacific Investments Corporation

DR. JOSELOFO D. DICA
Senior Vice President and Group CFO
United Laboratories, Inc.

MS. JANISM M. MAGHINAY
President and CEO
Propie BPO, Inc.

MR. JAIME E. YSMAEL
President & Chief Executive Officer
Healthway Philippines

Technical Session 3:
Work-Life Harmony:
The Calm Path
to Peak Performance & Well-Being

MS. MARIE ANTONIETTE P. MIRANDA
Motivational Speaker

Technical Session 4:
Call to Serve: CPAs Making a
Difference Beyond the Numbers

FR. MARC WILL R. LIM
Priest
Salesians of Don Bosco

MR. LEONARDO J. MATIGNAS, JR.
Lead Independent Director
Bank of Commerce

ACCREDITATION NUMBER:
ACC-2025-001-15670
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P 4,000

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Continued on page 6



Our theme for this year, ***“Elevate and Adopt: Upholding Excellence in an Evolving World,”*** reflects our association’s recognition of the rapidly changing and evolving landscape of commerce and industry, not only in the Philippines but worldwide. With the advent of advanced technology, shifting global markets, and ever-evolving regulations, the role of a Certified Public Accountant (CPA) is even more relevant if not to say the least, critical than ever. We, as CPAs in Commerce and Industry, are not only guardians of financial integrity but more so also architects of strategic decisions that shape the future of enterprises and business organizations.

To ensure ACPACI’s continued relevance and meaningful impact, 2025 ACPACI President, Atty. Aristeo R. Cruz, highlighted the following key initiatives in his inaugural address and encouraged members to extend their support to the Board of Directors in their implementation:



Amendments to Founding Documents

- The amendment of ACPACI’s 1973 original Articles of Incorporation and its 2011 Amended By-Laws has been identified as a priority. Initiated by previous presidents, this undertaking will be pursued with renewed commitment to ensure its completion within the current term. The need for amendment is driven by changes in laws and regulations requiring compliance and modernization. As ACPACI’s operations have evolved, its structure and purposes have also changed, necessitating updates to accurately reflect the organization’s current realities. Governance practices are expected to be enhanced and decision-making processes expedited through clearer definitions of roles and responsibilities. In the coming days, past officers and current members will be consulted and informed, and their support will be sought to ensure that the amended Articles and By-Laws remain relevant, compliant, and aligned with ACPACI’s mission, vision, and goals.



Strengthening Professional Development

- Greater opportunities for professional growth and development will be provided. Collaborations will continue to be forged with organizations, institutions, and individuals to offer seminars, webinars, and training programs that equip members with the competencies needed in a rapidly transforming digital landscape. Engagement with regulatory bodies will be pursued to keep members updated on current developments. Emphasis will be placed on upskilling in both technical and soft skills, particularly those valuable to members in Commerce and Industry sectors.



Community Engagement and Social Impact

- Initiatives that extend the influence of CPAs beyond their workplaces will be further enhanced. Programs promoting financial literacy, mentoring of aspiring entrepreneurs, and community engagement through socially responsible projects will be continued and strengthened. Through these efforts, meaningful contributions to society will be made and lives will be positively impacted.



Membership Expansion and Inclusion

- Efforts will be intensified to broaden the reach of the organization by bringing in new voices, talents, and perspectives. Simultaneously, a stronger sense of unity and collaboration among current members will be fostered. The diversity and dynamism of the membership will be leveraged to reinforce ACPACI’s collective strength.



Good Governance and Communication

- The operations of the organization will continue to be aligned with the evolving needs of its members. Initiatives aimed at promoting sound governance and maintaining financial stability will be pursued. Members will be kept informed through regular updates disseminated via social media and other communication platforms, ensuring transparency and engagement.

ACPACI HOLDS 2025 INDUCTION AND TURNOVER CEREMONIES: A New Era of Leadership

The 2025 Induction and Turnover Ceremonies of the Association of Certified Public Accountants in Commerce and Industry (ACPACI) marked an inspiring new chapter for the organization, celebrating leadership transitions and a renewed commitment to the profession. Held on January 29, 2025, at the EDSA Shangri-La Hotel, the event gathered over 200 ACPACians, luminaries from the accountancy profession, and esteemed guests from the business and government sectors to witness the leadership turnover and induction of new officers.

The ceremony began with a Thanksgiving Mass celebrated by Rev. Fr. Marc Will Lim, OSB, a CPA and member of ACPACI, offering blessings for the ACPACI community.

Right after dinner, the main event began with a heartfelt welcome from Past President Aphon Martinez, the evening's emcee, who framed the event around the theme "Adapt and Elevate: Upholding Excellence in an Evolving World."

The singing of the Philippine National Anthem officially kicked off the formal ceremonies, followed by the recitation of the Oath of CPA led by Secretary Elaine de Guzman.

The event proceeded with opening remarks from Chair of the Induction and Planning Committee, Ms. Floredee Odullo, followed by welcome remarks and acknowledgement of guests from EVP Marvin Madrigalejo. Both highlighted the importance of the theme and expressed gratitude for the presence of esteemed guests.

Thereafter, Mr. Gerard Sanvictores, Executive Vice President and the incoming National President of PICPA, delivered a message on behalf of Atty. Roland Pondoc, the incumbent PICPA National President. This was followed by an inspiring address from PRBOA Chair, Hon. Noe Quinanola, who further emphasized the importance of unity and dedication within the profession. Chair Noe was introduced by VP Meljorie Cruz.

A key moment in the ceremony was the keynote address by Hon. Congresswoman Linabelle Ruth R. Villarica, who also served as the inducting officer. She was introduced by Ms. Cecille Carandang, Vice President for Operations. In her keynote

address, Cong. Villarica shared the invaluable lessons she gained during the pandemic, which shaped her into a dynamic, resilient and proactive leader in government. Her reflections did not only resonated with the audience but also underscored the importance of adaptability and perseverance in leadership.

After her inspiring address, plaques of appreciation were presented to Cong. Villarica and PRBOA Chair Hon. Noe Quinanola in recognition of their valuable contributions to the event's success.

The ceremony continued with the valedictory address by outgoing ACPACI President, Mr. Elano Marcelo, who reflected on the past year's achievements. Next, incoming National President, Atty. Toots Cruz, presented the Leadership Award to Pres. Eli in recognition of his outstanding leadership and numerous accomplishments.

One of the highlights of the event was the induction of the 2025 ACPACI National Board of Directors and Officers, with Cong. Villarica administering their oath of office.

The turnover ceremony was a symbolic moment as Immediate Past President Eli passed on the Bell and Gavel, representing the authority of the President, to the newly inducted president, Atty. Toots Cruz. Similarly, the ACPACI flag was transferred, carrying the aspirations and history of the organization.

Atty. Cruz then delivered his inaugural address, sharing his vision for his term and his commitment to guiding ACPACI with dedication and excellence. Before his speech, a video presentation was shown, offering insight into this year's theme and its significance.



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IN COMMERCE AND INDUSTRY

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"Elevate And Adapt: Upholding Excellence In An Evolving World"

continued on page 5

ACPACI Welcomes the New CPAs

The oath-taking of 3,058 successful examinees in the December 2024 CPA Licensure Examinations was held on January 27, 2025, at the Plenary Hall of the Philippine International Convention Center. The ceremony was attended by ACPACI 2025 National President Atty. Aristeo "Toots" Cruz, alongside Past President Liezl Dyaico and Past President Aphot Martinez.

ACPACI is honored to be among the esteemed organizations—PICPA, ACPAPP, NACPAE, and GACPA—invited to participate in the event. We congratulate the new CPAs and wish them a successful and rewarding career in the profession.



ACPACI COMMITTEE CHAIRS, ADVISERS & LIAISON DIRECTORS

ACPACI COMMITTEES CY 2025	CHAIRS	ADVISERS	LIAISON DIRECTORS
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MEMBERSHIP DEVELOPMENT AND SERVICES	MYRA D. BALDE	MA. PAZ V. MALUBAY	
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SOASP	MARC JOHN M. GUIAB	EDWARD D. ROGUEL	
COUNCIL OF PAST PRESIDENTS	CONSUELO O. CADELINA		ELANO C. MARCELO

from page 3

Immediately following his address, PP Eli presented certificates of appreciation to all members of the 2024 ACPACI Board, committee chairs, co-chairs, and advisers, recognizing their unwavering support in helping him accomplish the organization's plans and programs during his term.

The ceremony then proceeded with the induction of the 2025 Committee Chairs and Co-Chairs, and Advisers, with the oath administered once again by Hon. Villarica. The newly inducted leaders were encouraged to maintain their dedication to serving the wider ACPACI community.

Capping the ceremonies, the 2025 officers and directors of the ACPACI Central Luzon Chapter were inducted, with Atty. Toots Cruz administering their oath of office. The Chapter will be led by Ms. Rachel Sy-Carvajal as president.

Thereafter, an inspirational message was delivered by Dr. Estelita Aguirre, AFA and ACPACI Past National President, who was formally introduced by VP Marnee Rosales. In her address, Dr. Aguirre encouraged the new leadership to continue the association's impactful projects, benefiting more CPAs and communities. She concluded her message by emphasizing the importance of collaboration and teamwork, and proposed a toast to the new leadership and ACPACI, joined by all the ACPACI Past Presidents present during the event.

A congratulatory video message from Sen. Win Gatchalian was played, further highlighting the significance of the ceremonies.

As the event drew to a close, ACPACI Auditor, Ms. Catherine Lopez, delivered her final remarks and challenged the newly inducted officers to work together in bringing this year's theme to life and successfully realizing the plans and programs they will pursue.

The 2025 Induction and Turnover Ceremonies was indeed a momentous occasion that set the tone for an exciting and productive year ahead for ACPACI. With Atty. Toots Cruz at the helm of the new leadership, ACPACI looks forward to continuing its commitment to the commerce and industry sector of the accountancy profession, and further empowering businesses and communities.



PRESIDENT'S MESSAGE *from page 1*

One of the highlights of the month was the celebration of ACPACI's 52nd founding anniversary. This is a milestone that honored its legacy while looking ahead to new possibilities. Culminating activities included the 26th Grand Thornton Search for the Outstanding Accounting Students of the Philippines Finals and the series of webinars on Reminders and Tips on Annual ITR Filing and Last-Minute Tips on FS Preparation and Disclosures.

In April, efforts focused on strengthening of alliance to foster innovation, efficiency, and excellence in accounting industry. The renewal of the partnership with QNE Software Philippines, Inc. (QNE) underscored the importance of sustained collaboration in the digital and financial space.

May marked another major institutional highlight with the successful conduct of the 2025 Chapters Conference. Meanwhile, the Vice President's visit to the Davao Chapter fostered stronger ties and reaffirmed the Association's dedication to engaging members across all regions.

Closing the first half of the year, June delivered meaningful moments of engagement and impact. The 1st General Membership Meeting served as a venue for updates, collaboration, and the reinforcement of the Association's strategic direction. Complementing this was a CSR initiative at Kaysuyo Nat'l High School, reflecting ACPACI's enduring advocacy for education and community development—core pillars in the pursuit of inclusive growth and professional excellence.

From January to June, ACPACI has exemplified what it means to elevate and adapt—through visionary, proactive, and transformative leadership; strategic collaborations; impactful community outreach; and innovative digital solutions. The first half of 2025 has not only reaffirmed ACPACI's core values but also expanded its leaders' capacity to lead with empathy, relevance, and purpose.

On behalf of the Board of Directors and the officers of the Association of Certified Public Accountants in Commerce and Industry (ACPACI), I wish to thank all of you for helping us reach this far. We are only halfway through our journey. As we enter the next half of the year, we do so with a stronger foundation, a broader network, and a deeper sense of mission.

To adapt while upholding excellence, ACPACI must become a learning, listening, and leading organization. It must evolve with its environment, not by chasing trends, but by proactively shaping the future of the profession through values-driven innovation, member empowerment, and public trust. Altogether, let us move forward with confidence ready to elevate, adapt, and lead in an ever-evolving world.

Here's to a stronger, smarter, and more unified ACPACI in the months to come.



ARISTEO R. CRUZ
ACPACI President
2025



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Gearing Up for 2025 with Strategic Planning Conference



ACPACI held its Strategic Planning Conference for the year on February 21, 2025, at the Jose Y. Campos Hall, Unilab Bayanihan Center, Pasig City. The event, aimed at setting the course for the association's activities this year, began with an invocation led by Cecille Carandang, VP for Operations. This was followed by opening remarks from Floredee Odulio, Chairperson of the Annual Planning Conference Committee. Before hearing the message of President Aristeo Cruz, who outlined the strategic priorities for the year, attendees viewed an audio-visual presentation showcasing the projects implemented in the previous year under the presidency of Eli Marcelo.

Treasurer Ronald Leabres presented the ACPACI 2025 Budget, thereafter, setting the financial stage for the organization's plans.

Before the breakout sessions, Past President Connie Cadelina, Chair of the Council of Past Presidents, highlighted the key challenges facing the association: 1) Relevance, 2) Member Engagement and Retention, 3) Leadership Succession and Governance, and 4) Financial Stability and Revenue Generation. These challenges were presented to guide the committees in refining and finalizing their plans and programs. The session was followed by committee presentations, where each group outlined and discussed their targets and roadmap.

To conclude the planning conference, Secretary Elaine De Guzman provided a synthesis of the discussions, ensuring that all participants were aligned on the strategic goals.

Attended by 63 ACPACI directors, officers, committee chairs and co-chairs, and past presidents, the day-long program was facilitated by EVP Marvin Madrigalejo and PP Aphet Martinez. The event venue was sponsored by Unilab, through the efforts of VP Marnee Rosales.



CPAs Rally for a Sustainable Future at 2nd Annual Sustainability Conference

ACPACI collaborates with the PICPA Metro Manila Region and the Association of CPAs for Sustainability Inc. in celebrating the 2nd Annual Sustainability Conference on January 16, 2025, at the Century Park Hotel. Anchored on the theme Sustainability: Prioritizing a Collective Responsibility, the event aims to foster sustainability awareness among CPAs and nurture their role in shaping a sustainable future.

Hon. Maria Antonia Yulo Loyzaga, Secretary of the Department of Environment and Natural Resources, delivered the keynote address. Formally introduced by PICPA EVP Gerard Sanvictores, she encouraged CPAs to actively support government initiatives for a sustainable, equitable and resilient future by preserving the environment and mitigating climate change.

ACPACI National President, Atty. Toots Cruz, shared a message with the participants, while Ms. Marnee Rosales, ACPACI's VP for Professional Development, led the recitation of the CPA Oath.

The conference was officially opened by Atty. Monette Casals-Diaz, Co-chair of the organizing committee, which is chaired by Ms. Gett Apostol. PICPA MMR Chair Kathie Sobremonte and GAO Chair Sonia Segovia also delivered their heartfelt messages during the opening ceremony.

ACPACI EVP Marvin Madrigalejo introduced the speaker for the first session, kicking off a full day of four insightful sessions.



QNE and ACPACI Renew Partnership



QNE Software Philippines, Inc. (QNE) renewed its partnership with the Association of Certified Public Accountants in Commerce and Industry (ACPACI) for the second consecutive year, reaffirming a shared commitment to innovation, efficiency, and excellence in the accounting industry.

The event was led by Marvin Madrigalejo, Executive Vice President of ACPACI, and Jessica Sanchez, CEO of QNE Software Philippines. Key attendees included Marie Fe Dangiwan, ACPACI Vice President for Capacity Building; Richard Ibarra, Chairperson of ACPACI's Ways and Means Committee, Elano Marcelo, Immediate Past National President of ACPACI; Jennifer Gaut, Chief Sales Officer at QNE; and Danelyn Somido, Chief Customer Officer at QNE.

During the signing ceremony, QNE presented its groundbreaking QNE AI Cloud Accounting, which is a tool designed to empower businesses through automation, precision, and efficiency. This aligns seamlessly with ACPACI's theme, "Elevate and Adapt: Upholding Excellence in an Evolving World." This underscores both organizations' dedication to driving progress and equipping CPAs and businesses to thrive in a rapidly evolving financial landscape.

This renewed partnership signifies a collaborative step forward, unlocking innovative solutions and transformative opportunities for ACPACI, its members, and the whole commerce and industry sector of the accounting profession.

ACPACI Supports 2025 National Tax Campaign



2025 BIR National Tax Campaign Kickoff

February 04, 2025 | 2:00 PM



As part of its commitment to supporting the government's developmental efforts, ACPACI expressed its backing for the Bureau of Internal Revenue's (BIR) tax campaign initiatives. On February 4, 2025, ACPACI attended the launch of the 2025 National Tax Campaign held at the Philippine International Convention Center in Pasay City. The Association was represented by its National President, Aristeo Cruz, along with Vice President for Operations, Cecille Carandang, and Vice President for Community Development and Social Involvement, Ofelia Oroceo.

With the theme, "Buwis na Tapat, Tagumpay Nating Lahat", the campaign aims to improve tax compliance, raise revenue, and educate taxpayers about their tax obligations. The event was highlighted by a keynote speech from the President of the Philippines, His Excellency Ferdinand R. Marcos Jr. In his address, he emphasized the importance of paying the correct taxes, describing it as a crucial act of nation-building that contributes to a more prosperous future for all. He also commended the BIR for achieving a historic milestone, surpassing its collection target for the first time in two decades, with over P2.85 trillion collected in 2024.

BIR Commissioner Romeo Lumagui Jr. also delivered a message, underscoring the importance of tax compliance. He stressed that the National Tax Campaign is vital to the country's economic recovery and growth, achieved through the timely and accurate payment of taxes.

ACPACI Prexy Graces TMAP's Induction

Aristeo Cruz, the National President of the Association of Certified Public Accountants in Commerce and Industry (ACPACI), attended the induction and turnover ceremonies of the 2025 officers of the Tax Management Association of the Philippines (TMAP) held on February 6, 2025, at the Makati Diamond Residences. ACPACI's Past National Presidents Aphet Martinez, Walter Abella, and Wowie Roguel, as well as VP Laine de Guzman, were also present at the event.

TMAP's overall goal is to foster a tax system that is efficient, sustainable, and responsive to the needs of the economy and the people. The organization is focused on promoting fairness, transparency, and voluntary compliance with tax laws while striving to reduce tax evasion. The outgoing President, Jackie Yu, CPA-Lawyer, handed over the presidency to Carina Laforteza, a partner at SyCip Salazar Hernandez & Gatmaitan.

The keynote speaker for TMAP's 2025 Induction Ceremony was Hon. Marvic M.V.F. Leonen, Senior Associate Justice at the Supreme Court of the Philippines. BIR Commissioner, Hon. Romeo C. Lumagui, Jr. served as the inducting officer.

The event began with the celebration of the Holy Mass officiated by Fr. Marc Will Lim, SDB. Fr. Marc is a CPA and a member of ACPACI.



ACPACI and PICPA MM GAO Open the 2025 Commerce and Industry Summit

Day 1 of the Joint PICPA-MM GAO – ACPACI C&I Summit and GAO Conference 2025 officially kicked off on February 6, 2025, bringing together over 120 industry leaders, experts, and CPAs to explore the future of commerce and industry through discussions and presentations.

Focused on the theme, “The Future and You: Disrupt, Design, and Deliver,” the summit served as a platform for addressing the challenges confronting businesses and professional accountants in the dynamic business landscape. This year’s event, hosted by the Philippine Institute of Certified Public Accountants (PICPA) Metro Manila Geographical Area Office (MM GAO) and the Association of Certified Public Accountants in Commerce and Industry (ACPACI), aimed to equip attendees with the necessary knowledge to drive transformation and enhance organizational value and relevance.

In his opening spiel as the overall emcee for the day, Lujer Danao, ACPACI's Vice President for Membership Development, emphasized the summit's relevance in shaping the future by focusing on the key areas of disruption, innovation and competitiveness.

The day commenced with an invocation, followed by the singing of the national anthem and the recitation of the CPA Oath, led by ACPACI Vice President Marnee Rosales. Welcome remarks were delivered by Connie Cadelina, overall chair of the event and ACPACI Past National President, and Sonia Segovia, Chair of PICPA Metro Manila GAO. ACPACI Past President Anna Lissa Dyaico shared the official communication from PICPA National President Roland Pondoc, while Executive Vice President Marvin Madrigalejo conveyed the sentiments of ACPACI President Aristeo Cruz.



The first speaker, Mr. Angelo Madrid, President of Maya Bank, captivated the audience with an insightful discussion on the summit's theme, urging individuals and organizations to embrace change and pursue innovative solutions. Following his presentation, the summit delved into a range of crucial topics. One of the highlight sessions, Transforming Accounts Receivable Operations: Leveraging AI and RPA for Automation, was presented by Roberto Bassig. Introduced by Marie Fe Dangiwan, VP for Capacity Building of ACPACI, Bassig discussed how automation and artificial intelligence can revolutionize financial operations, enhancing efficiency and accuracy.

The event then proceeded with a session on the topic, Fast-Track Your Cloud Transformation, competently led by Glibert Trinchera, ACPACI Chairperson for Digital Transformation and Partner at KPMG Philippines. He was introduced by ACPACI's Vice President for Operations, Cecille Carandang.

The afternoon featured equally engaging sessions on Thriving in a Toxic Culture: Keys to Success, led by Maria Lavinia Peñaverde, and HR Buy-in: Unlocking the PQF Advantage, with insights from industry experts BOA Member Hon. Maria Teresita Dimaculangan, PMAP President Michael Godinez, and ACPACI Past Director Rey Berja. They were introduced by Past President of the Western MM Chapter Dina Tiu, ACPACI VP Ofelia Oroceo, and Chona Cruz, a member of the organizing committee.

The day concluded with a session on Disruption Cost to the CFO by John Nai Peng Ong, CFO of SM Prime, which explored the financial implications of disruption and the role CFOs play in navigating these challenges. He was introduced by Jubal Ayo, also a member of the organizing committee. The session concluded with an open forum, facilitated by ACPACI Past President and Past MMR Chair Aphet Martinez. Throughout the day, the summit provided invaluable networking opportunities for participants, allowing them to exchange ideas and strengthen professional connections.



Joint PICPA-MM GAO – ACPACI C&I Summit and GAO Conference 2025: Second Day of Insightful Discussions

The JOINT PICPA-MM GAO – ACPACI C&I Summit and GAO Conference 2025 continued on Day 2, February 7, 2025, at the Grand Ballroom, Century Park Hotel. The event brought together industry leaders and experts for a day filled with valuable insights and productive discussions.

The second day's sessions began with a warm welcome from Ivy Marie Postrano, Membership Committee Chair of PICPA MMR and emcee for the event. She expressed excitement for the day's technical sessions, which covered topics such as branding strategies for CPAs, ethical marketing in professional services, connecting education with professional practice, and mastering digital service taxes.

The first session, "Brand Like a Pro: Essential Tips for CPAs", was led by Gene Gangan, who shared practical branding strategies that can help CPAs establish a strong professional identity. Following his presentation, Monette Diaz discussed "The Ethical Edge: Elevating Professional Services Marketing", offering valuable insights into ethical marketing practices for professional services firms.

Afterlunch, the technical sessions resumed with "Seamless Transition: Connecting Education with Professional Practice". This session featured a panel of experts, including Allan Ocho, Ericson Tadeja, Jasmin Mae Baniaga, and Jacqueline Y. Villar, who explored the bridge between academic learning and real-world professional applications. The final session was presented by Vic De Dios, who focused on the topic "Mastering Digital Service Taxes: Key Insights and Best Practices."

Throughout the day, speakers and participants engaged in thought-provoking discussions and exchanged knowledge and strategies during the open fora.

The event concluded with closing remarks from Eleonor Layug, Co-Chair of the Organizing Committee, who expressed her gratitude to the speakers, panelists, moderators, and especially the attendees for making the event a success.



ACPACI Officers Attend Institute of Corporate Directors' Induction Ceremony

On February 14, 2025, the Institute of Corporate Directors (ICD) conducted its Induction of Officers ceremony, gathering leaders and representatives from esteemed organizations, including the Association of CPAs in Commerce and Industry (ACPACI). Representing ACPACI at this prestigious event were National President Atty. Aristeo Cruz and Vice President for Partnership with Professional Organizations and Other Linkages, Meljorie Atienza-Cruz.

The program commenced with a warm welcome from Ms. Catherine Jalandoni, Executive Director of ICD, followed by insightful opening remarks delivered by Mr. Senen L. Matoto, FICD, President of ICD.

Highlights of the ceremony included: an inspiring message from Dr. Jesus Estanislao, leading the induction of ICD Trustees. The induction of Committee Chairpersons was officiated by Atty. Benedicta Du-Baladad, FICD, Chairwoman of ICD. New Members' Induction led by Mr. Donald Patrick Lim, FICD. Honoring the immediate past officers, with recognition led by Chairwoman Atty. Benedicta Du-Baladad.

The event concluded with an impactful keynote address from Mr. Romeo L. Bernardo, Monetary Board Member of the Bangko Sentral ng Pilipinas, underscoring the significance of strong governance and leadership in driving national progress.

We express our profound gratitude to the ICD for extending this invitation and organizing such a meaningful event. Congratulations to all the inductees, and we look forward to future collaborations as we collectively promote excellence in corporate governance and professional leadership.



ACPACI Joins DENR's Forest for Life Project

As part of its mission to build communities, ACPACI has pledged its support to the Department of Environment and Natural Resources' (DENR) Forest for Life project.

ACPACI President Aristeo Cruz, together with VPs Cecille Carandang and Ofel Oroceo, attended the launch of the program on February 18, 2025 at the Forest Management Bureau in Quezon City. The event was participated in by various private organizations and government agencies, including PICPA.

The project aims to plant at least three million fast-growing indigenous tree species nationwide by 2028, contributing to DENR's broader initiative to restore critical forest ecosystems, conserve biodiversity, and enhance water resources while combating climate change.

In her message during the dialogue, DENR Secretary Hon. Maria Antonia Yulo-Loyzaga emphasized that the program is aligned with the Philippine Development Plan 2023-2028, which seeks to improve environmental quality, establish livable communities and provide access to green spaces.

The launch seeks to identify opportunities and actionable recommendations to accelerate the program's success, a goal that ACPACI fully supports.



SOASP 2025 Concludes, Honoring Top Accounting Students of the Philippines

The 26th Search for Outstanding Accounting Students in the Philippines (SOASP) concluded with resounding success. Conducted annually by P&A Foundation, Inc. in collaboration with PICPA and ACPACI, the search celebrates the incredible skills and commitment of the nation's future accounting professionals.

The journey began on February 22, 2025, with a nationwide qualifying examination participated in by 455 students from 92 schools, narrowing the field to the top 25 qualifiers.

The highly anticipated Grand Finals took place on March 21, 2025 at the Makati Diamond Hotel. The finalists competed in a challenging accounting quiz, which determined the Top 5. These top contenders then faced the decisive Q&A portion, where they shared their insights on how AI is transforming the accounting profession and influencing business decision-making.

Following an intense and thought-provoking portion, the winners were announced:

- Champion: Marjorie Mae Dy – University of San Carlos
- Second Place: Hannah Katrina De Vera – Kingfisher School of Business and Finance
- Third Place: Vincent Michael Pacaña – Kingfisher School of Business and Finance
- Fourth Place: Raymund Franco Satorre – Bulacan State University
- Fifth Place: Nicole Valerie Tan – University of the Philippines Diliman

Additionally, John Elrich Gamboa from the University of the Philippines Diliman received a special recognition for achieving the Highest Score in the Qualifying Examination.

PICPA National President, Roland Pondoc, and P&A Foundation Inc. President, Romualdo Murcia III, graced the competition. They were joined by several Partners of P&A Grant Thornton. Representatives from ACPACI, including EVP Marvin Madrigalejo, VP Operations Cecille Carandang, and VP for Partnership Meljorie Atienza-Cruz, were also present to show their support for the event.

The search continues to serve as a platform for recognizing the extraordinary achievements of the nation's finest accounting students.

Congratulations to all the participants, finalists, and winners for their dedication and exemplary performance.



ACPACI Kicks Off 2025 Webinar Series with Free Sessions on ITR Filing, Financial Statement Preparation and Disclosures



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March 28, 2025
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Free Webinar



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PREPARATION AND
DISCLOSURES**

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Friday
March 28, 2025
Time
3:00PM
Free Webinar

The Association of Certified Public Accountants in Commerce and Industry (ACPACI) successfully launched its 2025 webinar series on March 28, 2025. This inaugural event brought together professionals from the accounting industry for an insightful and engaging learning experience. Under the theme "Elevate and Adapt: Upholding Excellence in an Evolving World," the webinar delivered valuable discussions on taxation, financial reporting, and industry best practices.

The opening ceremonies commenced with a prayer, the singing of the Philippine national anthem, and the recitation of the Oath of CPAs, led by Kurt Dayrit, Chair of ACPACI's Accountancy Week Celebration Committee. This was followed by an opening message from ACPACI Vice President for Professional Development and Relevance Sustainability, Marnee Rosales, who outlined this year's planned webinar series. ACPACI National President Aristeo Cruz then addressed the virtual participants, highlighting the importance of continuous learning and adaptability in today's dynamic business landscape.

The first technical session dwelt on "Reminders and Practical Tips on Annual ITR Filing" and was led by Arnold Apdua, Managing Partner at AAA & Co., CPAs, who was formally introduced by Elaine De Guzman, ACPACI Secretary. Atty. Apdua provided valuable insights on tax compliance and shared strategies for tackling common challenges in tax return preparation. The session concluded with an open forum, moderated by Isagani Bobis, Co-chair of ACPACI's Committee on Professional Development and Relevance Sustainability, where participants actively engaged in discussions and addressed their tax-related concerns.

The second technical session, which focused on the topic "Last-Minute Tips and Reminders on Financial Statements Preparation and Disclosures," was conducted by Yusoph Maute and Camille Hernandez, Partner and Senior Manager at P&A Grant Thornton, respectively. They were introduced by Luj Danao, ACPACI Vice President for Membership Development.

During the session, the speakers provided essential guidance on accurate financial reporting, updates on Philippine Financial Reporting Standards (PFRS), common pitfalls, and best practices. An interactive open forum followed, moderated by Joel Chua, Co-chair of ACPACI's Committee on Professional Development and Relevance Sustainability, where attendees addressed key financial reporting challenges they had encountered.

To honor the esteemed speakers, ACPACI National President Toots Cruz, EVP Marvin Madrigalejo, and VP Marnee Rosales presented tokens of appreciation, recognizing their invaluable contributions, time, and expertise.

The event concluded with closing remarks from Marvin Madrigalejo, who highlighted the importance of accurate and timely ITR and financial statement reporting while ensuring compliance with current regulations.

This free ACPACI webinar, hosted by Mel Cruz, ACPACI Vice President for Partnership with Professional Organizations and Other Stakeholders, served as a vital platform for learning and professional development. Its success underscores ACPACI's commitment to fostering excellence and adaptability within the accounting profession.

Looking ahead, ACPACI will remain dedicated to launching initiatives that empower its members to surmount the challenges of the evolving business and industry, and the accounting profession.





ACPACI, PAMA & PICPA CL Light Up the Day for Lolas of Sta. Teresa Jornet Home



On a sunny March 15, 2025, the Association of Certified Public Accountants in Commerce and Industry (ACPACI), led by the vibrant VP for Community Development, Ofelia Oroceo, teamed up with the ACPACI Central Luzon Chapter, Philippine Association of Management Accountants (PAMA), PAMA Foundation Inc., and PICPA Central Luzon Chapter for a heartwarming visit to the Little Sisters of the Abandoned Elderly – Sta. Teresa Jornet Home. Their mission? To shower the beloved Lolas with love, laughter, and loads of goodies—think sacks of rice, fresh veggies, groceries, and tasty treats!

The day turned into a joyous fiesta when ACPACI's very own Secretariat, Kate Lemen, took the stage with a soulful song, backed by a spirited crew of ACPACI members who showed off their dance moves, turning the home into a lively dance floor. Not to be outdone, the Lolas stole the show with their own songs and dances, filling the air with mirth and cheer. It was a celebration of life that left everyone beaming!

The Little Sisters of the Abandoned Elderly, founded in 1873 in Valencia, Spain, by the kind-hearted Father Saturnino Novoa and later joined by the inspiring Teresa of Jesus Jornet, has been a haven of care for over a century. The San Juan Home, opened on January 27, 2021, marks the congregation's warm embrace in Asia, with the Philippines—bursting with Roman Catholic spirit—as its perfect first stop. This special home welcomes those with serious physical challenges, like Alzheimer's or paralysis, offering them love and care, though it's not equipped for mental disabilities.

This delightful day of giving, singing, and dancing was a reminder of how small acts of kindness can spark big smiles and endless joy!



Forging Stronger Connections in the South: A Dynamic Exchange of Ideas!

On May 29, 2025, at the Davao PICPA House, our esteemed 2025 VP for Membership Development, Retention, and Chapter Affiliations, Mr. Lujer P. Danao, met and engaged in a meaningful discussion with 2024 ACPACI Davao Chapter President, Ms. Pie Eralino.

This productive meeting centered on enhancing member engagement and broadening ACPACI's influence across the Davao Region. With a shared vision of collaboration and growth, both leaders explored innovative strategies to strengthen professional ties and empower the accounting community in Mindanao.

Momentum is building, and the future looks promising for ACPACI's continued expansion!



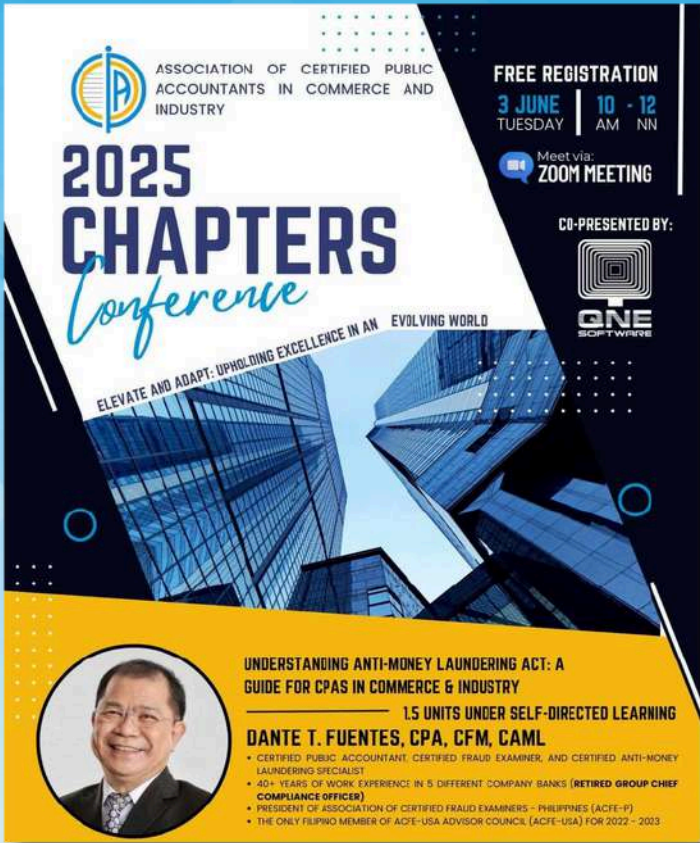
ACPACI Holds Chapters Conference, Webinar on Anti-Money Laundering Act

The ACPACI successfully convened its Chapters Conference 2025 last June 3, 2025, bringing together CPAs across the country for an insightful webinar focused on the Anti-Money Laundering Act (AMLA).

Held under this year's theme, "Elevate and Adapt: Upholding Excellence in an Evolving World," the conference highlighted ACPACI's ongoing commitment to equip accounting professionals with the knowledge and tools needed to thrive amid regulatory, technological, and global shifts.

The digital session, co-hosted by QNE Software and delivered via Zoom, commenced with a warm welcome from Ms. Mel Cruz, ACPACI's VP for Partnership with Professional Organizations and Other Stakeholders, who also served as the host. She thanked the attendees and sponsors, emphasizing the importance of the conference's theme in helping CPAs navigate the complex regulatory environment and better fulfill their responsibilities in the industry.

The program formally began with an invocation led by Ms. Edna Barerra, Past President of ACPACI Southern Tagalog Chapter, followed by the singing of the Philippine National Anthem. Participants then recited the Oath of CPAs, led by Mr. Allan Paul Gabriel, President of the ACPACI Nueva Ecija Chapter.



A brief orientation on webinar guidelines, participation requirements, and etiquette was also provided to ensure a smooth and productive session.

Mr. Luj Danao, ACPACI VP for Membership Development, delivered the official welcome message setting the tone for the day's discussions. His message was followed by a keynote from Atty. Toots Cruz, ACPACI National President, who stressed the growing importance of AMLA compliance and the accountant's role in safeguarding institutional integrity. In a special segment, the conference also witnessed the induction of new ACPACI members. New CPAs from various chapters across the country were formally welcomed by Mr. Danao, with Atty. Cruz serving as the inducting officer—further reflecting the organization's growing and evolving membership.

The conference proper commenced with the introduction of the speaker led by Ms. Pinnie Del Rosario, ACPACI Central Luzon Chapter VP for Membership. Its highlight was the main lecture, "Anti-Money Laundering Act: A Guide for CPAs in Commerce and Industry," delivered by Mr. Dante Fuentes, CPA, CFM, CAML. Fuentes shared expert insights into the implications of AMLA and practical guidance for CPAs in ensuring organizational compliance.

The webinar also featured an open forum moderated by Ms. Marie Fe Dangiwan, ACPACI VP for Capacity Building, where participants engaged with the speaker on the intricacies of AMLA implementation.



To honor Mr. Fuentes' valuable contribution, Ms. Marnee Rosales, VP for Professional Development and Relevance Sustainability, presented a certificate of appreciation, concluding with a group photo.

The conference concluded with Mr. Marvin Madrigalejo, ACPACI Executive Vice President, delivering the closing remarks. He expressed gratitude to the attendees, organizers, and partners, and emphasized the need for continuous professional development, especially in light of evolving regulatory challenges.

This year's Chapters Conference reaffirmed ACPACI's unwavering dedication to excellence and relevance. As CPAs face increasing demands in a rapidly changing landscape, events like this embody the organization's mission to elevate the profession and adapt with purpose, true to the 2025 theme: "Elevate and Adapt: Upholding Excellence in an Evolving World."



ACPACI Holds 2025 1st GMM: Fostering Growth, Relevance, and Innovation

ACPACI successfully held its 1st General Membership Meeting (GMM) for 2025 on June 20, at the Crowne Regency Hotel in Makati City. The gathering brought together professionals from the accounting industry, reflecting the organization's continued commitment to professional development, digital transformation, and sustainability—all in line with this year's theme: "Elevate and Adapt: Upholding Excellence in an Evolving World."

The event commenced with an invocation, the singing of the Philippine National Anthem, and the recital of the Oath of CPAs, led by Mr. Isagani Bobis, Co-Chair for Professional Development and Relevance Sustainability, setting a purposeful tone for the day.

In his Welcome Message, 2024 ACPACI President Mr. Eli Marcelo underscored the importance of unity and continued relevance in today's dynamic professional landscape. A special video message from 2025 ACPACI President Atty. Toots Cruz followed, laying out the organization's strategic direction and priorities for the months ahead.

The first learning session featured Dr. Joselito Diga, Group CFO of United Laboratories, Inc., who spoke on "Financial Alchemy: How Finance Can Lead the Tech Revolution in Their Organizations." Introduced by Ms. Catherine Lopez, ACPACI Auditor, and moderated by Mr. Gilbert Trinchera, Chairperson for Digital Transformation, Dr. Diga emphasized the evolving leadership role of finance professionals in driving innovation and technology adoption.

The second session, with the speaker introduced by Ms. Marnee Rosales, VP for Professional Development and Relevance Sustainability, and moderated by Ms. Mel Cruz, VP for Partnerships, featured Mr. Eric Magcale, Managing Partner and CEO of EJM & Associates. His talk, "Data Storytelling and Visualization: How to Tell a Good Story with Data," explored how finance professionals can transform data into meaningful narratives that drive strategic decisions.

The final technical lecture was delivered by Ms. Marie Fe Dangiwan, Partner for Tax Advisory and Compliance at Punongbayan & Araullo, introduced by Ms. Mel Cruz and moderated by Ms. Elaine De Guzman, ACPACI Secretary. Her session offered key insights into the current tax landscape and effective compliance strategies.

Tokens of appreciation were awarded by Mr. Eli Marcelo and Ms. Marnee Rosales to the speakers for their invaluable contributions.

The GMM also featured several important announcements, reinforcing the organization's active and future-oriented agenda:

- Annual National Convention update by Ms. Ester Rachel Sy-Carvajal
- Induction of New Members by Mr. Luj Danao, VP for Membership Development, Retention & Chapter Affiliations
- International Conference update by Mr. Charlemagne Chua
- Digital Transformation Initiatives by Mr. Gilbert Trinchera
- CSR Project Updates, delivered on behalf of Ms. Ofelia Oroceo, VP for Community Development

The event concluded with heartfelt Closing Remarks from Ms. Elaine De Guzman, wrapping up a highly engaging day of collaboration and learning.

The 2025 ACPACI 1st GMM proved to be a resounding success—rich with insights, camaraderie, and strategic foresight. As ACPACI moves forward in the year, it remains resolute in its mission to "Elevate and Adapt" while upholding the enduring excellence of the accounting profession in an ever-evolving world.



ASSOCIATION OF CERTIFIED PUBLIC ACCOUNTANTS
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1ST ACPACI GENERAL MEMBERSHIP MEETING

ELEVATE AND ADAPT: UPHOLDING EXCELLENCE IN AN EVOLVING WORLD

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Dr. Joselito G. Diga
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More than Computers: ACPACI's Continued Commitment to Kaysuyo NHS

On June 21, 2025, the Association of CPAs in Commerce and Industry (ACPACI) visited Kaysuyo National High School in Barangay Kaysuyo, Alfonso, Cavite, to follow up on the two desktop computers donated the previous year.

One unit is now used by the Guidance Office to manage key student data, including profiles of 4Ps beneficiaries, PWDs, and solo parents. The second unit supports instructional activities in the Science Laboratory.

In addition, a Php10,000 cash donation - personally sponsored by the ACPACI's generous officers - was extended to support repairs of the school's male and female restrooms. The contribution was gratefully received by Mr. Judan Fructuoso, the school's Brigada Eskwela Coordinator, who expressed heartfelt thanks on behalf of the school community.

Although Principal Lorena Blancaflor was not onsite during the visit, she connected with ACPACI representatives via Messenger to convey her sincere appreciation for the continued support. Kaysuyo National High School currently serves 133 students in Grades 7 to 10, with 10 teaching and non-teaching personnel. The visit was made by ACPACI officers, Mr. Amelito R. Casas, Social Involvement Chair and Ms. Kate Isaac, Secretariat, while students were on school break.

Principal Blancaflor also expressed interest in formalizing a partnership with ACPACI through a Memorandum of Agreement (MOA) and invited the Association to participate in a school event scheduled for December 16, 2025.



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