



Event Program

08:30 | Invocation

08:35 | Invocation, National Anthem



08:40 | **Rosemarie Rafael**

Chairperson
Airspeed

OPENING: Rosemarie is considered one of the nation's most prominent leaders in the logistics industry. She is a female pioneer and the first female President of the Air Cargo Forwarders Association of the Philippines. Her company is one of the country's largest corporate logistics companies. As an affiliate of the largest conglomerate, SM Investments, it is among the fastest growing. As current President of Women's Business Council Philippines, Rosemarie is a major promoter and example of women in business -- in league with men.

ASIA CEO FORUM 2024
Economic Briefing



**08:45 | Jun Palafox**

Master Architect & Urban Planner
Palafox Associates

PRESENTER: Jun is considered the nation's best known architect and urban planner. Known as Mr. Master Plan, he has created urban plans for the most number of communities across the nation. Jun has lectured in more than 20 countries, including Massachusetts Institute of Technology and Harvard University. He was recognized as the Most Outstanding Professional of the Year in the Field of Environmental Planning by the Professional Regulation Commission. Forbes Asia Magazine cited him as one of their 48 Heroes of Philanthropy in Asia.

**09:15 | Alex Cabrera**

Chairman Emeritus
PwC Philippines

PRESENTER: Alex was previously the long-term Chairman and Senior Partner, and Managing Partner of Tax at the country's second largest audit and consulting firm. He is a Certified Public Accountant and lawyer specializing in tax planning, business restructuring and reorganizations. He was board member of PwC's Southeast Asia Regional Consulting. He attended business courses at Harvard Business School, Wharton University, and IESE Business School.

ASIA CEO FORUM 2024
Economic Briefing



**09:35 | Joee Guilas***UnderSecretary***Office of the Special Assistant to the President
for Investment and Economic Affairs**

FEATURED PRESENTER: Joee is a key leader in newly created Office of the Special Assistant to the President for Investment and Economic Affairs (OSAPIEA). He is responsible for helping supervise the following agencies on behalf of the President: NEDA, DOF, Department of Budget and Management, Department of Trade and Industry (DTI) and attached agencies such as Board of Investments, Philippine Economic Zone Authority and Securities and Exchange Commission. Joee has a long professional career as a news anchor and communications executive at premier companies like Newport World Resorts, RCBC and Sun Life.

**09:55 | Maria Catalina Cabral***Undersecretary for Planning and Public-Private
Partnership Services***Department of Public Works and Highways (DPWH)**

FEATURED PRESENTER: Dr. Cabral is the first rank-and-file employee to reach Undersecretary. She is in-charge of the development of strategic and priority plans including preparation and implementation of PPP Projects. Cathy holds 3 Doctorate degrees and 3 Masters degrees in the fields of Economics, Business Management and Public Administration, and Urban and Regional Planning. She is a Lieutenant Colonel in the Reserve Force of the Armed Forces. Holds a Professorial Chair in Engineering, Science and Technology in Polytechnic University of the Philippines. She was previously the National President of the Philippine Institute of Civil Engineers (PICE) and National President of the Road Engineering Association of the Philippines.

ASIA CEO FORUM 2024
Economic Briefing



**10:15 | Zamros Dzulkifli***Senior Economist, Asia***Maybank Investment Banking Group**

PRESENTER: Dr. Zamros conducts macroeconomic research, focusing on future economic trends for the Asia Pacific region. Maybank has the largest branch network of all international banks operating in the Philippines. Maybank has operations across Asia and global finance centres and is the only one with operations in all 10 ASEAN countries. With a network of 2,600 retail banking branches worldwide and more than 43,000 employees, Maybank is also the largest public listed company on the Malaysian stock exchange, Bursa Malaysia.

10:45 | Panel Question + Answer**11:15 | Closing & Networking**