



Event Program

08:30 | Invocation, National Anthem



08:40 | **Karen Cesario**

Marketing Head and Chief Integration Officer
RLC Residences

OPENING REMARKS: Karen has 2 decades of experience in the broadcast and media industry having worked for the country's top 2 networks. As Marketing Head of RLC Residences, she is responsible for a large division of Robinsons Land Corporation (RLC), one of the Philippines' largest real estate companies. RLC is involved in the development and operation of shopping malls and hotels, and is also one of the country's most reputable developers of mixed-use properties, office buildings, residential condominiums.

ASIA REAL ESTATE FORUM 2024
Downturns Create Millionaires





08:45 | **Imelda Magtoto**

Chairperson

National Real Estate Association (NREA)

PRESENTER: Imelda heads the nation's one-stop trade organization for the real estate industry. NREA is the leading private sector partner of the Department of Human Settlements and Urban Development (DHSUD) in helping pursue the goals of the Urban Development and Housing Act. NREA is also recognized and accredited by the Professional Regulations Commission (PRC), through the Professional Regulatory Board for Real Estate Service (PRBRES) as an Accredited Training Provider for real estate practitioners.



09:00 | **Dexter Cuajotor**

VP & Group Head, Retail Lending and Bancassurance

Bank of the Philippine Islands (BPI)

PRESENTER: Dexter is responsible for 1,500 professionals administering loans and insurance at more than 1200 branch locations nationwide. BPI is the country's second largest bank by market capitalization and a 170-year history of operations.



**09:15 | Pamela Quizon**

*Deputy Executive Director
Bureau of Local Government Finance (BLGF)*

PRESENTER: Pam will explain the implementation of the new Real Property Valuation and Assessment Reform Act (RA 12001) that will overhaul the country's outdated real property valuation system. The goal is to standardize property valuations across the country with current market values and adhere to international standards. BLGF is the sole agency responsible for streamlining and establishing real property zonal values and their respective tax rates.

**09:30 | Barun Jolly**

*Business Unit General Manager
Robinsons Hotels & Resorts (RHR)*

PRESENTER: Barun is one of the most senior hospitality leaders in Asia who has 25 years experience managing 5-star facilities across Vietnam, Indonesia, India and the Philippines. He recently returned to the Philippines to oversee the nation's largest hotel group with the most diverse formats and brands. Examples of RHR properties include: Crowne Plaza Galleria, Holiday Inn Galleria, Dusit Thani Mactan Cebu, The Westin Manila, Go Hotels and Summit Hotels & Resorts. Its latest development is the NUSTAR Resort & Casino, Cebu's first integrated resort development with 3 hotels: NUSTAR Hotel Cebu (the only ultra-luxury hotel outside of Metro Manila), Fili (a 5-star resort offering genuine Filipino hospitality) and Grand Summit.





09:45 | **Michael McCullough**

*Chairman and Co-founder
KMC Group*

PRESENTER: Mike is known as one of Philippines' leading young entrepreneurs and tech innovators. He is the co-founder of KMC Solutions and KMC Savills, two companies that are considered front-runners in their industries. KMC has 27 office branch locations across the country providing working space for 20,000 Filipinos. The company's clients represent diverse business sectors and countries.



10:00 | **Joey Bondoc**

*Head of Research
Colliers*

PRESENTER: Joey specializes in real estate macroeconomic analysis and is perhaps the most well-known speaker on the subject of real estate investment. He is considered the "go-to guy" for real estate trends by equity analysts, property investors, real estate firms, and property news organizations. He is regularly featured on national news programs such as ANC, Bloomberg and BusinessWorld and many more.



**10:15 | Agnes Devanadera**

*President & CEO
Clark Development Corp (CDC)*

FEATURED PRESENTER: Agnes has a long career in senior positions in government. She previously recently served as Chairperson and CEO of the Energy Regulatory Commission. Agnes was the first female Mayor of Sampaloc, first female president of the Quezon Mayor's League, the first female National President of the League of Municipalities of the Philippines, the first female Government Corporate Council, the first female Solicitor General and the first female to be a full-pledged Secretary of Justice. Agnes oversees one of the nation's most important community development projects, to transform Clark into a premier business and tourism destination.

**10:30 | John Richard Sotelo**

*SVP & Business Unit General Manager
RLC Residences*

KEYNOTE PRESENTER: Chad was recently appointed Chief Marketing Officer of Robinsons Land Corporation, in addition to his current role. He is also CEO of RHK Land Corporation, a joint venture between Robinsons Land Corporation and Hongkong Land; and the President and Director of Staten Property Management Inc., a wholly owned subsidiary of Robinsons Land in charge of property management. He has 22 years of expertise in sales, marketing, business and brand strategy development, and general management from various industries including fast-moving consumer goods, electronics, beauty and cosmetics, appliances, and management consulting.



10:45 | Panel Session



11:15 | **Rubilie Macaraeg**

Head of Human Resources
Figari Solutions

CLOSING: Ruby has made a name for herself helping small start-up to grow into large international companies. With Figari Solutions, she works with a wide range of international and local companies to expand and professionalize their operations and people. Figari is one of the nation's foremost providers of high-end office space solutions for international companies.

11:20 | Closing & Networking

