

THE
Filipino
IS worth
starting
businesses
FOR

ASIA
SME
FORUM
2025

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8:30am - March 27 at the magnificent Manila Marriott

Event Program

08:30 | Invocation

08:35 | Introduction – Richard Mills



08:40 | **Rosemarie Rafael**

Chairperson
Airspeed Group of Companies

INTRODUCTION: Rosemarie founded and has built Airspeed into one of the country's largest end-to-end logistics solutions and express courier providers. The company received significant attention from SM Investments, who became a major partner of the group. Rosemarie is the current Chairperson of the Women's Business Council Philippines and represents the country at global conference in Peru and other locations. She is also Commissioner for Labor on the Philippine Commission on Women (PCW).

ASIA SME FORUM 2025
The Filipino is worth starting businesses for





08:50 | **Cristina Aldeguer-
Roque**

Secretary

Department of Trade & Industry (DTI)

KEYNOTE: Secretary Roque is responsible for advising the President on trade and investment matters and ensuring effective operations across all DTI offices and attached agencies. Ms. Roque's has had a long commitment to micro, small, and medium enterprises (MSMEs), recognizing their essential role in the Philippine economy. Before becoming the Secretary, Ms. Roque led the MSME Development Group (MDG) and managed key bureaus, including the Bureau of Small and Medium Enterprise Development (BSMED)



09:10 | **Stanley Ng**

President & COO

Philippine Airlines

PRESENTER: Stanley is the first pilot to run Philippine Airlines since 1963. He was also the youngest when given the post in 2022. With more than 15 years in the aviation industry, he is highly experienced in overall airport and airline operations; strategic planning and business development, with a focus on long-term sustainability; building and strengthening relationships with key partners and stakeholders.



**09:15 | Aldie Garcia**

Managing Partner
PwC Philippines

PRESENTER: Aldie has been the Assurance Managing Partner at PwC Philippines since 2021, bringing over 20 years of experience in assurance and advisory services for multinational and domestic companies in various sectors. He is also the firm's VisMin Business Lead Partner, spearheading its expansion into emerging local economies in the Philippines. A strong advocate for MSMEs and local business empowerment, Aldie is an active mentor under DTI and Go Negosyo.

**09:30 | Chino San Diego**

Founder & CEO
What's Your Flan International

PRESENTER: Chino has built from scratch a global business with nearly 700 franchisees and thousands of resellers spanning across 13 countries. What's Your FLAN? Is called the largest and fastest-growing dessert-based franchise company. China was chosen Entrepreneur of the Year at the Asia CEO Events 2024.

**09:45 | Chris Islan**

Managing Director
Dev Team

PRESENTER: Chris founded his IT services business to focus on ecommerce development in open-source platform delivery and custom solutions. Chris' company was Circle of Excellence awardee at Asia CEO Awards 2024.



**10:00 | Karen Jane Salutan**

CEO and Founder
EdukSine

PRESENTER: Karen is on a mission to transform the landscape of independent Filipino cinema and inspire change. Her company, EdukSine, was founded to be a pioneering force in redefining the realm of independent filmmaking and touched the lives of countless individuals. Karen was chosen Circle of Excellence awardee for the Entrepreneur of the Year at Asia CEO Awards 2024.

**10:15 | Enzo Marfal**

Chief Executive Officer
Angkat PH Business Services

PRESENTER: Enzo is co-founder of a leading freight forwarding company. Angkat PH is an ascending player in inter-regional, cross-border freight forwarding, providing valuable, immediate services to the expansive B2B and B2C e-commerce industry. His company was awarded the SME Company of the Year at Asia CEO Awards 2024.

**10:30 | Michelle Tiu Lim-Chan**

Chief Executive Officer
Mega Prime Foods

PRESENTER: Michelle has been key in building the company known to all Filipinos as the country's #1 sardines brand, MEGA Sardines. Starting from small beginnings, Mega Prime is one of the nation's leading manufacturers and distributors of canned goods.



**10:45 | Nathaniel Marquez**

President & CEO
eBiZolution

PRESENTER: Natzis a serial entrepreneur with involvement in multiple businesses. In addition to innovative IT Solutions, he runs Kreativo Koncepto (creative services) and is CTO of Machine2Machine Interactive Intelligence and Xen Energy Systems. Nathan was chosen Circle of Excellence awardee for the Entrepreneur of the Year at Asia CEO Awards 2024.

**11:00 | Raemin Reyes**

Founder and President
Motovita Prime

PRESENTER: Raemin has built his retail and distribution company into a major player in motorcycle products and services. They are expanding their franchise enterprise program and B2B Motorcycle Financing. Motovita was Circle of Excellence awardee for SME Company of the Year Circle of Excellence at the Asia CEO Awards in 2023 and 2024. Raemin was awarded Entrepreneur of the Year Circle of Excellence at the Asia CEO Awards 2024.

**11:15 | Mark Kennedy Batugon**

CEO & President
Pili AdheSeal

PRESENTER: Mark Kennedy is the inventor behind his green technology company that offers innovative, pioneering, and sustainable sealant and adhesive solutions for every application. His company was awarded the Most Innovative Company of the Year at Asia CEO Awards 2024.





11:30 | **Joey Marcelo**

CEO

Sante International

PRESENTER: Joey started his company from scratch. Santé is one of the fastest growing distribution and direct selling companies globally. It provides a range of premier organic health and wellness products that improves the quality of life of people. The company has growing operations in across the world including: New Zealand, Indonesia, Saudi Arabia, Hong Kong, Macao, Singapore, UAE, Qatar, Nigeria, and Cyprus.



11:45 | Panel Session



Mariz Regis

*President & CEO
Airspeed International*

MODERATOR: Mariz began her career with Airspeed working at the company's Cebu branch. She now runs a large national operation that she has had an important role in building.

12:15 | Closing & Networking



Therese Castrojas-Galang

*Chief Marketing Officer
Airspeed Group*

CLOSING: Thesa is Integrated Marketing Communications leader with diverse experience in industries such as logistics, remittance, real estate, hospitality, and retail. Her company is a Filipino-owned corporate end-to-end logistics company and subsidiary of SM Investments Corporation, part of the country's largest conglomerate.

