



## Event Program

11:30 | Registration Open

12:00 | Lunch is Served

12:30 | Opening – Richard Mills



12:40 | **Jimmy Chua**

*AVP & Head for One Visayas*  
PLDT SME Nation

*OPENING REMARKS*

*Asia CEO CLARK*  
*It Works. Like A Dream*





12:45 | **Evelyn Nacario**

**Executive Director**  
**Ramon Aboitiz Foundation**

*PRESENTER: Evelyn is also Executive Director of Eduardo Aboitiz Development Studies Center and Director of the Program Management Office of the Research, Program and Organizational Development of the Metro Cebu Development and Coordinating Board. She is a former member of Philippines Congress and a Hubert H. Humphrey Fellow at Cornell University.*



01:05 | **Fiona Kesby**

**CEO**  
**Go Virtual Assistants**

*PRESENTER: Fiona relocated her family and life to Cebu to build her fast growing business process outsourcing business providing personal assistants to overseas clients.*



01:25 | **Mario Rodriguez**

**Director of Operations**  
**TeleTech**

*PRESENTER: Mario oversees the large and growing Cebu operations of TeleTech, one of the nation's highest value employers. He is from Cebu and was a key early pioneer of the his industry.*





01:45 | **Joe Soberano**

**Chairman and CEO**  
**Cebu Landmasters**

*PRESENTER: Joe runs the leading homegrown property developer in the Visayas Mindanao region with 52 developments in 8 key cities covering residential, office, hotels and mixed-use. The company's IPO last year was heavily over-subscribed.*

02:05 | Panel Question Period

## MODERATOR



**Grace Granlund**

**CEO**  
**GetMoreph**

*MODERATOR: Grace is considered one of the nation's most prominent real estate technology leaders. She is actively involved in companies such as MiDash, GR8 Real Estate Ventures, LoanSolutions.ph. Grace is also a key person developing Cebu as a premier business destination.*

2:30 | Closing – Rebecca Bustamante

