

**ENTREPRENEURS
AREN'T
DREAMERS
THEY'RE
DOERS**

ASIA SME FORUM 2021

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THURSDAY, APRIL 29 AT 10:30AM - 12:00PM
STREAMING LIVE VIA ASIA CEO FORUM FACEBOOK PAGE

Event Program

10:30 | Invocation

10:35 | Introduction – Richard Mills



10:40 | **Mitch Locsin**
FVP & Enterprise Revenue Group Head
PLDT Enterprise

PRESENTER: Mitch previously made a name for himself as head of PLDT SME Nation, set up to help entrepreneurs use advanced technology. He also the founding Executive Director of IBPAP and instrumental in making Philippines a premier global destination for offshore services.

Asia SME Forum 2021
Entrepreneurs aren't dreamers, they're doers





10:45 | **Cindy Burdette**

Co-Founder and CEO
Allcare.io

PRESENTER: Cindy is building the world's first and only membership-based benefits marketplace for the gig and freelance worker. ALLCARE is a VC-backed, early-stage startup that has already achieved profitability just in its second year. Cindy is also Co-founder and Principal of BT Partners, a management consulting firm focused on enterprise sales development and demand generation.



10:55 | **Donn Gamboa**

Founder and CEO
White Cloak Technologies

PRESENTER: Donn founded his company as a startup, specializing in mobile and web app development. Since its establishment, the company has achieved success in developing and delivering a stream of award-winning products, services and solutions.



11:05 | **Mila Sering**

Senior Managing Director
Seven Seven Global Services

PRESENTER: Mila is a co-founder of her company that provides IT and BPO services to global companies.



**11:15 | Myrna Yao**

President and CEO
Richwell Trading

PRESENTER: Myrna founded her company from very small beginnings with Php5,000 in capital. Today she employs 1,400 people and dominates the toy business in the nation. She is exclusive distributor of Mattel Toys and Barbie, Ollie, Fisher Price Shoes, V-Tech Learning Computer and many others. She is past Chairperson of the Philippine Commission on Women, Founding Chairperson of the Philippine Federation of Local Councils of Women and Filipino-Chinese Federation of Business Women.

**11:25 | Kathlynn Mila**

Executive Vice President
Multisys Technologies

PRESENTER: Kath is the key #2 leader of one of the nation's most important technology companies. She has played a strong role in building Multisys from scratch.

**11:35 | James Buskowitz**

Chief Executive Officer
Buskowitz Group

PRESENTER: James is helping achieve a low-carbon future for the Philippines through solar photovoltaic rooftop installations. Within only 1 year, James was able to establish a strong renewable energy portfolio and acquire over 20% Philippine market share within the renewable energy sector.



**11:45 | Bing Sibal-Limjoco**

Chief Executive Officer
Francorp Philippines

PRESENTER: Bing is known as the “Mother of Philippine Franchising” for her efforts to develop the Philippines as the top franchise market in Southeast Asia. She is currently Vice Chairman of the Philippine Franchise Association and Vice Chairman of the Philippine Retailers Association, the nation’s largest business group. Franchise brands she has helped develop include Potato Corner, The Generics Pharmacy, Bench, Penshoppe, on and on.

**11:55 | Jess Nicdao**

Master Franchisee
Jollibee

PRESENTER: Jess is known as the “Franchise King” of North and Central Luzon with over 40 Jollibee and Chowking stores. He is Chairman of the Pampanga chamber of Commerce and a big promoter of entrepreneurship in the Philippines.

**12:05 | Joe Magsaysay**

Chairman Emeritus
Potato Corner

PRESENTER: Joe built his company from scratch with Php150k capital. Today, Potato Corner has more than 1,300 branches worldwide and is now known to be the World’s Best Flavored Fries. Known as the “King of Kiosk”, he helps out entrepreneurs who have limited financial and managing capabilities to innovate and grow but has the grit to succeed. He is winner of Entrepreneur of the Year at Asia CEO Awards 2016.

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Mitzi Borrromeo

Q & A Moderator

Multi-media Communications Specialist

MODERATOR: Mitzi is a multi-awarded TV broadcast journalist formerly with CNN Philippines. She has over two decades of media and communications experience with media networks, non-government organizations, and corporations focused on conservation and sustainable development.

12:15 | Question + Answer Session

12:45 | Closing – Rebecca Bustamante

