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ASIA SME FORUM 2022

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THURSDAY, APRIL 28 AT 10:30AM
 STREAMING LIVE VIA ASIA CEO FORUM FACEBOOK PAGE

Event Program

10:30 | Invocation

10:35 | Introduction – Richard Mills



10:40 | **Vic Tria**

**First Vice President
PLDT Enterprise**

PRESENTER: Vic serves as the Head of Enterprise businesses of PLDT Global, present in the United States, United Kingdom, Hongkong, Singapore and Australia. Vic was previously Vice President and Head of corporate relationship management responsible for key sectors like IT & business process outsourcing, shared services, OTT and gaming, representing PLDT's core voice, data & wireless communication services, and cloud, data center, managed ICT, security, analytics & M2M solutions.

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10:50 | **Jaydee Caparas**

Branch Banking & SME Lending Group Head
China Bank Savings

PRESENTER: Jaypee has 25 years of serving the banking needs of business people. China Bank Savings is the retail arm of China Banking Corp, and has played a key role in developing some of the nation's most promising entrepreneurs and businesses. Jaypee holds both a CPA and MBA.



11:00 | **Jerald Sze**

Managing Director
Straightforward Fashion Merchandising

PRESENTER: Jerald has founded a number of ecommerce companies including Straightforward Delivery Express, a store-to-door delivery service, and the Tailored Projects, a low-cost customized clothing venture with clients such as 7-Eleven, Cebu Pacific, Enchanted Kingdom, Rappler, Globe Postpaid, and Sunglass Haven.



11:10 | **Alvin Carranza**

CEO
Digital-Out-Of-Home Philippines

PRESENTER: Alvin has built DOOH PH into one of the premier billboard marketing companies in the country. Serving premier advertisers, the company focuses on prestige locations and broad coverage such as the 34,200 square foot billboard along EDSA called the biggest in the country and Southeast Asia.





11:20 | Joy Mendoza

AVP and Head
Meralco Biz Partners Group

PRESENTER: Joy directs the segment of Philippines' largest electric utility that helps SMEs with energy solutions that help them grow. She has helped businesses achieve operational efficiencies resulting in significant savings that enabled business expansion. She previously headed Meralco's Renewables Program Management Office.



11:30 | Leonard Ocampo

CEO & President
3S Offshoring and Outsourcing

PRESENTER: Leonard founded his company with 2 people in Bulacan. Today, it is a fast growing company with 250 employees and clients around the world. His staff provide services related to virtual assistants, chat support, technical support, social media, after sales support, back office solutions, recruiting, marketing, reservations, pre-sales, etc.



11:40 | Zaza Nicart

Country Managing Director
Cisco

PRESENTER: Zaza is one of the nation's most prominent technology leaders in the nation and has been a key part of Cisco for 15 years. Her company is one of the largest information technology companies in the world ranking 63 on the Fortune 100 with \$49 billion in revenue and nearly 80,000 employees.

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11:50 | **Christian Moeller**

Founder & President
Lionheart Farms

PRESENTER: Christian built his agrotech export-oriented coconut products business into one of the largest employers in the province of Palawan. Lionheart has planted over 500,000 trees, with over 1000 workers and has sharply reduced the rates of poverty incidence in the community from 65% in 2015 to 20% in 2020.



12:00 | **Von Valdepenas**

Country Managing Director-Philippines
Goodwill Industries International

PRESENTER: Von has founded and expanded a number of thriving businesses. He is Managing Director of V1 Construction, Owner of V1 Bus Lines (operating transport along EDSA), Atienza Naturale (health supplements and skincare), a medical transcription company (with 1,000 employees) and others.



12:10 | **Hanky Lee**

Innkeeper
The Henry Hotels and Resorts

PRESENTER: Hanky is the serial entrepreneur, brand builder and visionary behind The Henry Hotels, the pioneering boutique hotel brand in the Philippines. In a short span of time, the properties have won numerous awards and accolades. Competing against established international hospitality giants, he has brought his properties to consistently win TripAdvisor's Traveller's Choice and Certificate of Excellence Awards.

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