



ARANGKADA PHILIPPINES

A PROJECT OF THE JOINT FOREIGN CHAMBERS OF THE PHILIPPINES

Arangkada Philippines Creative Industries Forum

Creative Industries: The Next Sunrise Industry

November 27, 2018 | 8:30 AM – 2:00 PM

Ballroom 2, Fairmont Makati

DRAFT PROGRAM

TIME	PROGRAM AGENDA	RESOURCE PERSON/S
REGISTRATION		
7:30 AM – 8:30 AM (60 mins)	Registration	
OPENING CEREMONY		
8:30 AM – 8:35 AM (5 mins)	Philippine National Anthem	
8:35 AM – 8:40 AM (5 mins)	Welcoming Remarks	Mr. John D. Forbes Chief of Party, The <i>Arangkada</i> Philippines Project
8:40 AM – 8:55 AM (15 mins)	Opening Speech	Mr. Paolo Mercado (to be invited) Founder and President, Creative Economy Council of the Philippines
PANEL 1: FROM BUSINESS PROCESS MANAGEMENT TO CREATIVE PROCESS MANAGEMENT		
8:55 AM – 9:00 AM (5 mins)	Introduction of Guest Speakers and Panel	JFC President
9:00 AM – 9:15 AM (15 mins)	Presentation of Guest Speaker	Hon. Eliseo M. Rio, Jr. Secretary, Department of Information and Communications Technology
9:15 AM – 9:30 AM (15 mins)	Presentation of Guest Speaker	Hon. Nora K. Terrado (invited) Undersecretary, Trade and Investments Promotion Group, Department of Trade and Industry
9:30 AM – 10:15 AM (45 mins)	Panel Discussion	
	Moderator	Mr. Paolo Mercado (to be invited) Founder and President, Creative Economy Council of the Philippines
	Guest Speaker	Hon. Eliseo M. Rio, Jr.
	Guest Speaker	Hon. Nora K. Terrado (invited)
	Panelist 1	Atty. Alexander B. Cabrera (to be invited) Chairman and Senior Partner, PwC Philippines
	Panelist 2	Mr. David Guerrero (to be invited) Chairman and CCO, BBDO Guerrero
	Panelist 3	Mr. Rey Untal (to be invited) President, IT and Business Process Association of the Philippines
	Panelist 4	Mr. Rene Misa (to be invited) President, Game Developers Association of the Philippines
	Panelist 5	Company representative (to be invited)
10:15 AM – 10:20 AM (5 mins)	Open Forum	
10:20 AM – 10:25 AM (5 mins)	Photo Opportunity	



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PANEL 2: TALENT MANAGEMENT AND DEVELOPMENT		
10:25 AM – 10:30 AM (5 mins)	Introduction of Guest Speaker and Panel	JFC President
10:30 AM – 10:45 AM (15 mins)	Presentation of Guest Speaker	Br. Armin A. Luistro FSC (to be invited) Former Secretary, Department of Education
10:45 AM – 11:30 AM (45 mins)	Panel Discussion	
	Moderator	Ms. Maria Ressa (to be invited) CEO and Executive Director, Rappler
	Guest Speaker	Br. Armin A. Luistro FSC (to be invited)
	Panelist 1	Mr. Audie Gemora (to be invited) President, The Philippine Legitimate Stage Artists Group, Inc.
	Panelist 2	Ms. Doris Magsaysay-Ho (to be invited) President and CEO, Magsaysay Maritime Corporation
	Panelist 3	Mr. Brilante Mendoza (to be invited) Independent Film Director
11:30 AM – 11:35 AM (5 mins)	Open Forum	
11:35 AM – 11:40 AM (5 mins)	Photo Opportunity	
LUNCHEON		
11:40 AM – 12:30 PM	Lunch	
KEYNOTE MESSAGE		
12:30 NN – 12:35 PM (5 mins)	Introduction of Keynote Speaker	JFC President
12:35 PM – 12:40 PM (5 mins)	Video Message of Keynote Speaker	Mr. John Howkins (to be invited) Member, Advisory Council, UNDP Committee on Creative Economy
PANEL 3: DESIGN		
12:40 PM – 12:45 PM (5 mins)	Introduction of Guest Speaker and Panel	JFC President
12:45 PM – 1:00 PM (15 mins)	Presentation of Guest Speaker	Sen. Sherwin Gatchalian (to be invited) Chairman, Senate Economic Affairs Committee
1:00 PM – 1:15 PM (15 mins)	Presentation of Guest Speaker	Rep. Romero Quimbo (to be invited) Deputy Speaker, House of Representatives
1:15 PM – 2:00 PM (45 mins)	Panel Discussion	
	Moderator	Mr. Henry J. Schumacher (to be invited) Creative Industries Expert
	Guest Speaker	Sen. Sherwin Gatchalian (to be invited)
	Guest Speaker	Rep. Romero Quimbo (to be invited)
	Panelist 1	Mr. Kenneth Cobonpue (to be invited) Industrial Design Expert
Panelist 2	Mr. Juan Miguel Del Rosario (to be invited) President, Animation Council of the Philippines, Inc.	



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TIME	PROGRAM AGENDA	RESOURCE PERSON/S
	Panelist 3	Ms. Maria Rita O. Matute <i>(to be invited)</i> Executive Director, Design Center of the Philippines
	Panelist 4	Ms. Lulu Tan Gan <i>(to be invited)</i> Fashion Designer
	Panelist 5	Mr. Brian Tenorio <i>(to be invited)</i> CEO, Brian Tenorio & Co.
2:00 PM – 2:05 PM <i>(5 mins)</i>	Open Forum	
2:05 PM – 2:10 PM <i>(5 mins)</i>	Photo Opportunity	
CLOSING CEREMONY		
2:15 PM – 2:20 PM <i>(5 mins)</i>	Closing Remarks	JFC President
PRESS CONFERENCE		
2:20 PM – 3:00 PM <i>(40 mins)</i>	JFC Presidents Press Conference on the launch of the new <i>Arangkada</i> Creative Industries policy brief <i>(Media only)</i>	

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