



SBFCC NEWS

THE OFFICIAL NEWSLETTER OF THE SUBIC BAY FREEPORT CHAMBER OF COMMERCE

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SBMA PLANS EXTENDING SUBIC FREEPORT TO CONTIGUOUS TOWNS

SUBIC BAY FREEPORT—Top officials of the Subic Bay Metropolitan Authority (SBMA) said they are working with neighboring local government units to expand the boundaries of the Subic Bay Freeport and special economic zone in order to accommodate more investments and hasten development in nearby communities.

In a meeting with members of the Subic Bay Freeport Chamber of Commerce (SBFCC) last January 25, SBMA Administrator Wilma Eisma said the fenced areas of the Subic Freeport “should be extended” in keeping with the spirit of Republic Act (RA) 7227, the law that created the Subic Bay Freeport Zone.

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GOVERNMENT AFFAIRS

Chairman: Jay Mendoza

LABOR & WORKFORCE DEV. & SAFETY

Chairman: Jay Mendoza / Steve Eggers

SECURITY, RESCUE, AND TRAFFIC

Chairman: Peter Tumanda

ENVIRONMENT

Chairman: Edna Canlas / Zedrik Avecilla

MEMBERSHIP

Chairman: Edna Canlas / Zedrik Avecilla

TOURISM & SPORTS

Chairman: Zedrik Avecilla

VISITING FORCES

Chairman: Rose Baldeo

INFORMATION TECHNOLOGY

Chairman: Zedrik Avecilla

TECHNICAL VOCATIONAL EDUCATION & TRAINING (TVET)

Chairman: Danny Piano

Send comments, suggestions, and materials to:

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MESSAGE FROM THE PRESIDENT

ON PROMISES OF HOPE, REFORMS AND MERITOCRACY



During the past few months, a shadow of controversies and issues lurked within the Subic Bay Freeport Zone (SBFZ). Among these issues was the existence of a power struggle between two rival groups of SBMA leadership and the lack of decisiveness brought about by a vacuum in the SBMA Board. Businesses in Subic Bay, both new and old felt the effects of the conflict.

Transactions with SBMA became difficult, business proposals were left hanging and processes became slower than ever. There were even stories of prospective investors who were dismayed by the inefficiency in handling new locators.

The timely arrival of a new SBMA Administrator in the person of Atty. Wilma "Amy" Eisma was very much welcomed by SBFZ Locators. During the turn-over ceremony of the Freeport's Administration, she gave a general overview of her plans and she gave everyone an impression of her leadership style. I was there, I heard everything and I saw that she brought excitement not only to the SBMA Employees but also to the locators who were present.

The promise of hope of the new Administrator stands on the promise to introduce reforms and indeed, the entire Freeport Community is hungry for positive and progressive reforms.

Tracing Atty. Eisma's steps – from her early training as a volunteer when the SBMA was in its infancy to her successful corporate career, we can see that she is a woman of action and of a strong character. So, if you have stakeholders who are aching for change, a promise of hope and a strong leader; then you have the most ideal recipe for success.

In other occasions attended the Administrator, I often hear her mention the term "Meritocracy". This is not a new word for many, including myself but it is not commonly used and heard.

For the benefit of some, meritocracy is defined by the World Wide Web as: "a group of people whose progress is based on ability and talent rather than on class privilege or wealth". This simply means that a person is either chosen, rewarded or appraised based on what he or she has achieved and not for his or her connections, "padrinos" and debts of gratitude. This should always be the standard practice not only in government but also in our individual businesses.

But promises remain as promises until they have been fulfilled. So on our part as locators, let us wait and see... and while doing so, we hold on to the hope that reforms will do come. And while revenue is an economic indicator of SBMA's success, let us not forget that the investors are also a gauge to measure the progress of SBMA. At the end of the day, we as the lifeblood of the Freeport and our satisfaction or dissatisfaction will have its place in this system of meritocracy.

I encourage the Subic Bay Freeport Chamber of Commerce (SBCFF) to support the call of the new SBMA Administrator for cooperation. If she and the SBMA is willing to go the extra mile to ensure a better SBFZ, then we should too. Because it is only when we work together as one Subic Freeport that we can make sure that the promise of hope and reform based on meritocracy can be fulfilled.

Rose B. Baldeo **President**

Subic Bay Freeport Chamber of Commerce

President & CEO

Global Terminals & Dev., Inc. (GTI)

Global Maritime Logistics Support, Inc. (GML)

Global Hotel & Leisure Properties, Inc. (GHL)

CALENDAR OF UPCOMING EVENTS

DATE	NAME OF ORGANIZATION	EVENT/ACTIVITY	VENUE
FEBRUARY			
01	SBMA Ecology Department	World Wetlands Day Forum	SBECC-VIP
01-03	Department of Education, Division of Olongapo City	Athletic Training	Remy Field
03	DILG-Bureau of Jail Management and Penology	Annual Strength and Agility Test	Remy Field
08-09	Ronda Pilipinas 2017	Cycling event	
10-12	Herbalife Philippines		
12	Lincoln Lodge 34	Philippine All Star Women's Volleyball Team	Subic Gym
13-14	Lyceum of Subic Bay	13th Founding Anniversary and Sportsfest	Subic Gym
14	SBMA	Valentines Day Celebration	
15-17	SBMA	Employee of the Year CY 2016 Awarding	SBECC-Lounge
18	Cooltiz Productions, Inc.	"Volleyball for a Cause"	Subic Gym
18	SBMA	Tournament	Subic Gym
20	Lyceum of Subic Bay	Opening of Foundation Day	SBECC-Plenary 1
20-21	International School of Sustainable Tourism	2nd Global Youth Forum: "Youth on Sustainable Tourism"	SBECC
21-25	Asia International Auctioneers, Inc.	Public Auction (Inspection: Feb.17-20)	Lower Mau Camp Argonaut Highway
20-24	National Collegiate Athletic Association	Beach Volleyball	Waterfront Boardwalk
23-24	Prime Movers Production Inc.	Petron Convention	SBECC-Plenary 1 or 2
25	RunBikeSwim, Inc.	Tri United 1 Exhibit, Race Briefing, Mass	SBECC
25	David Salon, Inc	Cycling event (Start of Mango Valley Hotel then exit Kalaklan Gate)	SBFZ roads/exit Kalaklan Gate
25-26	RunBikeSwim, Inc.	Tri United 1 Standard Distance	ACEA Beach Resort/ SBFZ roads
27-28	Local Government Unit-Isabela	Conference	SBECC Plenary 1 and 2
28	Church of Christ	Conference	SBECC-Lounge
MARCH			
02	Gordon College, Olongapo City	Conference and Quiz Bee	SBECC-Lounge
03	Lighthouse Bible Baptist Church	Anniversary	SBECC-VIP
04	Evil Genius Music Rock Concert	Rock Concert	Gym
06-12	Sunrise Events, Inc.	Exhibit	SBECC
11	Sunrise Events, Inc.	Alaska Ironkids	Wowo Pool/SBFZ roads
12	Sunrise Events, Inc.	Century Tuna Ironman 70.3	Acea Beach Resort/SBECC/SBFZ roads
15-17	Subic Holiday Villas/Local Government Unit of Cavite	Conference	SBECC Lounge
17	Olongapo Lighthouse Bible Baptist Church	Church Anniversary	SBECC-Lounge
22,23 or 24	Columban College	Commencement Exercises	SBECC Lounge/ Plenary 1
25	Optimus Productions	Doggy and I Fun Run	Remy Field
27	SBMA EWMPC	General Assembly	Subic Gym
27-29	Little Angel Study Center	Commencement Exercises	SBECC-Lounge or Plenary 1
31	Olongapo Wesley School	Commencement Exercises	SBECC-Lounge
31	SBMPC	General Assembly	Subic Gym

Continuation from front page

SBMA PLANS EXTENDING SUBIC FREEPORT TO CONTIGUOUS TOWNS

"Fencing outside the existing fenced areas is difficult, but I think it can be done, and it should be done," Eisma said.

The administrator said expanding the secured area of the Subic Bay Freeport will work to benefit investors and business locators in the zone, as the tax-exempt provision and other privileges enjoyed by businesses in the zone are applicable only inside the secured area.

SBMA Chairman Martin B. Diño, who was also present in the meeting with the SBFCC, also sounded the call to expand the Subic Freeport's metes and bounds upon his assumption to office late last year.

He said the SBMA, under his administration, "will seek to maximize the use of the Subic port and develop more business districts for investors".

"We should find ways to accommodate more investments, because the available area for further development in [the Subic Freeport] is now very much limited," Diño said in a previous statement.

He said his office will initiate multilateral dialogues with the city of Olongapo, the municipalities of Morong and Hermosa in Bataan, and the town of San Antonio in Zambales to identify areas for possible development.

Several SBMA administrations in the past have voiced out the need to expand the free port in view of limited land area for development into industrial estates and commercial centers.

The metes and bounds of the Subic Special Economic and Freeport Zone, as defined under Proclamation 532, consisted of a total land and water area of 67,452 hectares, with only about 14,000 hectares forming the fenced area, where much development has taken place.

SBMA officials, however, said out of the total fenced area, only about 2,800 hectares, or 20 percent, is developable, while the remaining 11,200 hectares, or 80 percent, of the total land and water area, consisted of either high slopes, forests, or protected areas.

Under Section 12 of RA 7227, the Subic Special Economic and Freeport Zone consists of the city of Olongapo and the municipality of Subic in Zambales, the lands occupied by the former US Naval Base and its contiguous extensions within the territorial jurisdiction of the municipalities of Morong and Hermosa in Bataan.

In view of this limitation, then-President Gloria Macapagal-Arroyo issued EO 675 in November 2007, thus authorizing the SBMA to declare areas outside the former US Naval Base as "additional secured areas" that may be operated as special economic and freeport zone under its supervision.

In Wednesday's meeting, Eisma assured the business community in the Subic Freeport the agency is now working on the expansion plan in tandem with neighboring local government units, and encouraged business locators and investors to share inputs with the contiguous communities.

"At the end of the day, based on the provisions of the law, [the contiguous areas] or parts of those areas are actually part of the free port," Eisma said. "It is very important to work with the local government units within the contiguous zone. So, we are now working on that." *By Henry Empeño | Businessmirror*



HANJIN HEAVY GEARS THE PHILIPPINES AS A BIG SHIPBUILDING NATION



HANJIN CITED AT DTI EXPORT AWARDS – (From left) DTI Director Senen Perlada, PHILEXPORT President Sergio Ortiz-Luis, Hanjin President Gwang Suk Chung, Hanjin Executive Director Pyung Jong Yu, and DTI Undersecretary Nora Terrado pose for the camera during the awarding of the Top Exporter for the Machinery and transport equipment sector by the Department of Trade and Industry (DTI) at the Philippine Trade Training Center in Pasay City on December 7, 2016.

SUBIC BAY FREEPORT – Ten years after the first foundation was laid at the Redondo Peninsula of this premier Freeport, Hanjin Heavy Industries and Construction-Philippines (HHIC-Phils.) has been at the forefront of shipbuilding in the country.

The impact of Hanjin's business operations on the Philippine economy is far and wide, pouring in US\$2.3 billion worth of foreign direct investments and providing descent and gainful employments to over 33,000 Filipino colleagues from across the country. With Hanjin's aggressive presence in the international shipbuilding market, the highly respected Europe-based Clarkson Research has steadily counted the Philippines among the elite group of the largest shipbuilding nations, ranking the country fifth in terms of order book.

The most recent achievement of the company is to be awarded as the Top Exporter for the Machinery and transport equipment sector by the Department of Trade and Industry (DTI) on December 7, 2016 at the Philippine Trade and Training Center (PTTC) in Pasay City. The Top Sectoral Exporter citation was given to Hanjin during the National Export Congress as the DTI cited the company's numerous export transactions during the past year.

This recognition is yet another milestone in more than 10 years of Hanjin's productive shipbuilding activity in the Philippines, particularly in the country's premier Freeport – where the company had also been acclaimed as a consistent top exporter among Subic registered enterprises in the recent years.

Amid the prevailing worldwide economic downturn that has dealt blows to the global shipbuilding market and has triggered intense competition from shipbuilders, the latest achievement received by Hanjin is nothing more than a concrete testament to the company's strong resiliency and firm resolve to overcome great challenges facing the industry with its competitive strengths in terms of having a pool of highly skilled workforce and innovative technology that continue to keep abreast of the fast changing developments in the global maritime trade and commerce.

Hanjin President Gwang Suk Chung remarked, "We are honored to receive such an award from the DTI under the leadership of Sec. Ramon Lopez who is steering President Rodrigo Duterte's vision of reinvigorating the manufacturing sector in general for the common good. We are more than proud of the craftsmanship of the Filipino shipbuilders, without them, we wouldn't have won the award. In sum, this underscores the bright prospect of the shipbuilding industry as an engine of economic growth for the country in the long term." With its forward looking approach driven by the invaluable support from the Philippine government, Hanjin has already delivered to various shipping companies overseas a total of 98 vessels as of August 2016 – with a total export tag price of US\$5.708 billion.

Mr. Chung further said, "This is indeed a product of the collective effort between Hanjin and the Philippine government. Such long and fruitful collaboration has helped us gain the trust and confidence of our valued clients to continue working with us on big ticket projects with far-reaching positive effects to the global economic landscape in the years ahead," adding that Hanjin is currently on the process of building three 20,600 TEU containerships considered among the biggest in the world today. Hanjin is also constructing a fleet of Liquefied Petroleum Gas Carriers after having successfully delivered

four first-ever Philippine-made vessel of such kind this year.

DTI Director Senen Perlada said: "We want to equip exporters with the necessary tools for them to be competitive. We also want exporters to cooperate with government agencies in simplifying procedures and documentations." She added that the award also recognizes the exporters for their exemplary performance and contribution to the country's economic and export growth. *By Jonas Reyes | Manila Bulletin*

SBMA EXECS, LOCATORS TACKLE FREEPORT ISSUES AND CONCERNS



SBMA Chairman Martin B. Dino and Administrator Wilma T. Eisma answer queries from Freeport locators, residents and business organizations in an impromptu forum during the anniversary celebration of Paggawa Atbp. radio program of the SBMA Labor Department held at the Grand Harbor Hotel in Subic Bay Freeport. (AMD/MPD-SBMA)

Subic Bay Freeport – Subic Bay Metropolitan Authority (SBMA) Chairman Martin Diño and Administrator Atty. Wilma Eisma met with freeport investors and stakeholders who raised various issues and concerns during a radio program at Grand Harbor Hotel.

The radio program "Pagawa at Iba pa" was the venue for locators such as Hanjin Heavy Industries and Construction – Philippines (HHIC-Phil), Global Terminal and Development, Inc. and other companies to voice out some issues that their companies are currently facing. One of the issues was the repair of the Balaybay-Subic-Cawag Access Road used by shipbuilding personnel to report for work at the Redondo Shipbuilding Facility of Hanjin.

According to Hanjin Executive Director Pyung Jong Yu, the access road is used by tens of thousands of

employees who work at the shipyard. The road, he said, has been incomplete especially near the Club Morocco Beach Resort and Country Club. He added that a patch of the road there has been wiped off by recent typhoons and has been a bane for them whenever they have to go to Subic Freeport.

Eisma said that the agency will look into the matter, citing that the local government unit (LGU) governing should help in fixing the access road. She cited contiguous areas such as Morong must take part in fixing roads that connected their area to the Freeport. Eisma stated that the SBMA will talk to the LGUs to fix the roads using the revenue shares they get from the agency. She said that these shares should be utilized to further enhance their areas as part of the development scheme of both the municipality and the Freeport. Another issue that a locator cited was the Common Use Service Area (CUSA) and the environment and tourism administrative fee (ETAF).

But the administrator pointed out that these fees are necessary in maintaining cleanliness and orderliness inside the Freeport zone. *By Jonas Reyes | Manila Bulletin*



Globe



SBMA EXECs, LOCATORS TACKLE FREEPORT ISSUES AND CONCERNS (continuation)

The Topics Tackled were the following:

1. Kalayaan Gate Access:

- It has been frequently observed that the SBMA Kalayaan Gate is being used as a pass-through access for delivery trucks and non-resident vehicles going to and from Olongapo City.

- We are humbly seeking a stricter implementation of security measures in Kalayaan if not the total closure of the Kalayaan Gate for security reasons.

- In addition, we are also requesting that the damaged/breached perimeter fence along Kalayaan Housing be repaired in order to secure the residential area from unauthorized entry.

2. Waterfront Road one-way traffic routing

- This affects the business establishments along the said route because it practically limits the movement of tourists and customers since they can only drive in one direction and if they need to go back to an established which they passed by; they need to go around Dewey Avenue – which is an inconvenience.

- We suggest that the scheme be reverted to a two-way traffic flow (and prohibit parking along the said road) and if this is not possible, then the whole length of Waterfront Road up to the Baypointe Hospital area should also be one-way in the interest of fairness.

3. SBMA Business Processing

- While the process is said to be achievable in three (3) days, the long and tedious list of requirements takes several weeks to accomplish.

- SBFCC is willing to be part of the committee to examine the process and make the requirements reasonable if not friendly to locators

- We are requesting the SBMA to look into the creation of a one-stop-shop system for business processing and renewals of business registrations

4. Eyesores

- It is observable that many of the common areas within the SBFZ are in dire need of cleaning, grass cutting and repainting.

- Taking due notice of the SBMA's lack of sufficient manpower, trucks and other equipment; the SBFCC will come out with a sustainable program (which involves the Chamber Members) to assist the SBMA in cleaning up the SBFZ and augmenting the resources of the SBMA in terms of tools, equipment and manpower.

5. CAPEX project of Subic Water in Boton Area

- No approval yet from SBMA after 3 years

6. The MOA between the DND and SBMA on the use of SBMA Facilities (Rivera Pier) and its effect on the berth of vessels (Re: Global Marine Systems Inc.)

- Because of the said MOA, the SBMA could not commit East Rivera Pier as the regular berth area for cable ships that will load/discharge submarine cables to and from its proposed Cable Depot of Global Marine Systems.

7. Monthly Liaison Meeting between SBMA and SBFCC regarding security measures

8. Hiring of SBMA contractual employees by SBFZ Locators

9. Top Ten Outstanding LED and Fire Officers

- This is a project of SBFCC to give recognition to SBMA LED and Fire Officers

10. SOFA or State of the Freeport Address

- SBFCC and SBMA joint event done annually to present the Administrator or and the SBMA Chairman before all SBFCC locators, employees, LGUs and some gov't agencies presentation of the present SBMA Administrator and/or Chairman of his or her accomplishments during a certain period of time, plans and programs, initiatives,

SBFCC DISCOUNT CARD PROGRAM PARTICIPATING MEMBERS

- 1. Broadwater Marine Australia, Inc. (Boat/Yacht Chandlery and Repairs)**
Corporate Discount of 10%
20% Off for Boat Builders
Above discount is also applicable in all branches (Subic, Cebu, Manila, Boracay, Davao)
- 2. Global Hotel and Leisure Properties, Inc. "Segara Villas" (Hotel)**
5% off Hotel and Restaurant
- 3. Pest Science Corporation (Pest Control Services)**
10% Discount for every General Pest Control Treatment (Free Survey & Estimation)
Free (1) one time General Pest Control Treatment for every Exterra Termite Baiting System Contract
- 4. St. Peter Life Plan, Inc. (Non-Life Insurance)**
20% Discount for one year only upon the contracting of the Plan
10% Discount will be given for the "Spot Cash Payment"
Less 20% in all products of St. Peter from the commission of Sales Agent for one (1) year + Negotiable amount for the Corporate Group Account
- 5. Subic Bay Venezia Hotel (Hotel & Restaurant)**
10% Discount for Las Vegas Bistro & Wooza Bar & Café
25% from Published Rates for Subic Bay Venezia Hotel
- 6. Subic Park Hotel & Restaurant, Inc. (Hotel & Restaurant)**
10% Discount on Food and Beverages
10% Discount on Room rates (Fri & Sat)
20% Discount on Room Rates (Sun - Thu)
- 7. The Lighthouse Marina Resort (Hotel and Resort)**
Free Room Upgrade
Free Dessert for a minimum spend of Php 500.00
- 8. The Subic Bay Yacht Club (Country Club)**
15% Off in the Total bill at Cambusa Bistro
35% Off on Published Rates Rooms
- 9. SBPhil Development Corp. / Forest View Leisure Residence (Resort/Hotel and Real Estate Development, Long Term Leasing)**
20% Discount on all types of apartment for daily rental
20% Discount on usage of Conference & Social Hall
5% Discount on Monthly and Yearly Rental
- 10. Palm Star Suites (Hotel)**
10% Discount on any types of room
- 11. Treetop Adventure Philippines, Inc. (Theme Park)**
15% Discount on Team Building Package (min. of 20 pax)
10% Discount for outdoor activities. (Cash payments/Bank deposits only to avail discount)
ETAF not included on discounts. Discounts cannot be used in conjunction with existing promos, On E-commerce purchases, senior citizen, hotel referral, or bookings under travel agencies and diplomat.)
- 12. Ocean Adventure (Marine Theme Park & Hotel)**
10% Discount on Ocean Adventure Admission
10% Discount on Encounter Programs (Beach, Swim, Family Dolphin)
- 13. Camayan Beach Resort & Hotel (Beach Resort)**
10% Discount on CBRH Hotel Accomodation
Not applicable on weekends, long weekends and holidays



14. Pragmatic Development & Construction Corporation (Real Estate/Project Selling)

5% Discount: Cash Total Contract Price paid within 7-15 Days

3% Discount: Cash Total Contract Price paid within 30 days

1% Discount on Downpayment (20-50% paid in 6 months)

3% Discount on Downpayment (20-50% paid in 3 months)

15. Standard Insurance Co., Inc (Non-Life Insurance)

Associate Member - 3% ATB discount on Premium

Corporate Member - 5% ATB discount on Premium

Silver Member - 7% ATB discount on Premium

Emerald Members - 8% ATB discount on Premium

Gold Member - 10% ATB discount on Premium

- Not applicable to products and services covered by existing Memorandum of Agreement or to policies with existing agreement and under promos
- Subject to Company's policies and payments procedures, terms and conditions"
- Coverage/acceptance/enrollment is subject to Standard Insurance's approval.

The company reserves the right to decline acceptance of properties and/or subject vehicles that falls on prohibited risks list or with unsatisfactory maintenance and poor condition.

- Exclusive to SBFCC members. Valid SBFCC discount card must be presented when paying
- Valid Standard Insurance-Olongapo and SBMA branches ONLY
- Discount rated is subject to change with prior notice to SBFCC

16. TEPPAN 101 (Restaurant)

10% Discount on food and beverage upon dine-in

17. Court Meridian Hotel & Suites (Hotel & Restaurant)

10% Discount on base room rate (Exclusive of 10% service charge)

- Blackout dates are not included on the discount
- Terms and conditions apply: Not valid in conjunction with other promos, discounts and any government-mandated discount such as Senior Citizen, Diplomat and PWD discount

18. Zoobic Safari (Theme Park)

10% off on Entrance Fee

19. Simon & Stanly International Trading and Development Co., Inc. (Restaurant)

Fortune Restaurant:

5% discount when paying using credit card

10% discount if paid in cash

20. HMR Phils, Inc. (Retail)

5% Discount (not applicable on Sale items, New Arrivals & Consignment items

12% Discount for CRTE Holders (must present copy upon purchase)

21. J Concept Food Corp. "Chopping Board" (Restaurant)

5% on Ala Carte Items except for beverages & Set meal

PLDT TO FURTHER IMPROVE MOBILE SERVICES

PLDT Inc. has vowed to further improve its mobile services amid tough competition due to the rise in the number of subscriptions of its rival mobile communications firm, Globe Telecom.



PLDT Chairman and CEO Manuel V. Pangilinan said the company is focused on minimizing its churn rates or the percentage of subscribers who discontinued their subscriptions to their services last year. He said that PLDT conducted a clean-up, which accounted for the decline in the number of its subscribers in 2016.

"We have found out that quite a number of our subscribers were inactive. So we needed to conduct a clean-up in the course of 2016. We need to reflect on the true number of subscribers for the wireless group," Pangilinan said in an interview with reporters Thursday.

Moreover, he said, they need to assess the number of subscribers who are active on their broadband, fixed line and wireless network, among others. "We need to determine how active our subscribers are on our network. If they are not active, they are not quality subscribers," he added.

PLDT records show that its average churn rate for the first nine months of 2016 was 7 percent for prepaid mobile subscribers, compared to 6.9 percent for the same period in 2015. For its postpaid subscribers, the churn rate was at 5.7 percent, compared to last year's 3.6 percent. Pangilinan acknowledged that the industry has evolved to the extent that its subscribers are not at a preeminent stage compared to previous years.

He said that it is important to focus on the growth of the local telco industry and the convergence of fixed,

and broadband services being offered to the consumers. "Revenues and profits are not as important as before on my view. What is important is to look at the total telco revenue now. Everything is converging," said Pangilinan.

Globe Telecom has overtaken PLDT's mobile unit Smart Communications as the largest mobile operator in the country, gaining more than 10 million subscriptions for the fourth quarter of 2016. Globe finished 2016 with 66.6 million subscribers, compared with Smart's 62.1 million, giving it a 52 percent market share, according to GSMA Intelligence. The mobile operator has steadily edged on its rival firm when Globe registered 12.2 million net additions and Smart lost nearly 5 million mobile customers. Globe had been slowly gaining on the market leader since 2012 when it had a 32 percent market share while Smart's market share since Q4 2015 fell from 61 percent to 48 percent by end-2016.

Both companies have faced slowing growth, with PLDT's service revenue for the first nine months of 2016 declining 3 percent to PHP119 billion (USD2.4 billion), and with cellular services falling 8 percent to PHP66.6 billion.

Globe's revenue for the July-September period was flat at PHP29.5 billion, with increases in home broadband and corporate data offsetting a 2 percent decline in mobile service revenue to PHP2.25 billion and a 10 percent drop in fixed-line voice to PHP898 million. The two operators, temporarily setting aside their rivalry in an attempt to slow the entry of a third player, in May purchased the telecom assets of San Miguel Corp. and both have rushed to roll out base stations on the 700MHz band to expand coverage and boost capacity. (PNA)

PLDT GROUP CHIEF REVENUE OFFICER WINS 2016 IABC CEO EXCEL AWARD

PLDT Group Chief Revenue Officer Ernesto R. Alberto has been named one of this year's honorees of the CEO Excel Awards conferred by the International Association of Business Communicators (IABC).

Among the awardees was the ALC Group of Companies President and CEO Edgard Cabangon-Chua.



PLDT Group Chief Revenue Officer Ernesto R. Alberto has been conferred by the International Association of Business Communicators (IABC) the 2016 CEO Excel Award for outstanding communication programs that helped fuel the growth of ePLDT and PLDT Enterprise.

With over 30 years of diversified leadership experience, Alberto, a banker-turned-telco executive, was recently conferred the 2016 CEO Excel Award for outstanding communication programs that helped fuel the growth of ePLDT and PLDT Enterprise.

As president and CEO of ePLDT, the information and communications technology arm of the PLDT Group, Alberto led the efforts to ensure a resilient, future-ready Philippines by building world-class data centers across the country.

Coupled with the advocacy in educating industries to keep their data secure, ePLDT posted a double-digit growth for the past three years. Alberto has also able Internet services in the country. With his win-win mind-set, he led efforts within the PLDT Group in pursuing measures to improve Internet services through partnerships with government entities and collaboration within the industry.

“Effective communication programs play an integral role in the success of our group’s efforts to build the country’s digital infrastructure, and we feel this now more than ever as the company undergoes its digital pivot,” Alberto said. “It is important both our stakeholders are up-to-speed with our work, so to be recognized by the campaigns that we are pushing is an honor to accept on behalf of ePLDT and PLDT Enterprise.”

With determination, Alberto fueled the spark of constant innovation within the changing world. As PLDT Group executive vice president and head of enterprise, international and carrier business, his leadership brought outstanding revenues that create a great impact within the company. As PLDT EVP, he chairs PLDT ClarkTel, PLDT SubicTel, PLDT Philcom, PLDT Maratel, PLDT Malaysia and Smart NTT Multi-Media; and holds directorships in various PLDT subsidiaries, including wireless leader Smart Communications, PLDT Global and Talas Data Intelligence. Also an industry leader in the region, Alberto currently serves as chairman of Kuala Lumpur-based Acasia Communications Sdn. Bhd., a unique Asean collaboration among seven leading telecommunications providers in Southeast Asia that aim to improve the quality of life of Asean communities by connecting them through information and communications technologies. “With the rapid advancement of technology and innovation that brings about abrupt changes and disruption, it is imperative for business leaders to adapt and to reshape business models. Communication is vital to this transition, and the most effective leaders understand this,” IABC President Joe Zalzarriaga said.

“This is what the CEO Excel Awards honor and showcase – visionaries who are able to maximize communications in overcoming challenges, embrace innovation and disruption and ride them to advance new growth opportunities,” he said.

Other winners in the 2016 IABC CEO Excel Awards were Philippine Daily Inquirer Group President and CEO Sandy Prieto-Romualdez, RGMA Network President and multi-awarded broadcaster Mike Enriquez, Supreme Court Chief Justice Lourdes Sereno, Ombudsman Conchita Carpio Morales and Ateneo de Manila University President Fr. Jose Ramon Villarin S.J.

Also in the list of the 2016 awardees were Naga City Mayor John Bongat; ALC Group of Companies President/CEO Edgard Cabangon-Chua; Lifeline Ambulance Rescue Inc. Managing Director Michael Deakin; Hamlin-Iturralde Corp. President Maria Montserrat Hamlin; Dentsu-Jayme Syfu Inc. Chief Creative Officer/CEO Merlee Cruz-Jayme; Resorts World Manila Chief Operating Officer Stephen Reilly; The Philippine Star SVP for Sales and Marketing Lucien Dy Tioco; and Pepsi-Cola Products Philippines Inc. President/Director Furqan Ahmed Syed.



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SUBIC REVEALS P140-B DEVELOPMENT PROJECTS

Subic Bay Freeport — An official of Subic Bay Metropolitan Authority (SBMA) has announced the proposed development projects for the Freeport Zone amounting to P140 billion.

"SBMA has been one of the foundations of our country in economic growth, job creation and catalyst of national and local development," SBMA Chairman Martin Diño bared during the Multi-Sectoral Forum on Energy Sector Innovations through the use of Alternative Fuels and Energy Technologies of Department of Energy and Philippine Information Agency held here.

Diño's proposed projects also include the 25-30 kilometer bypass road for cargo trucks connecting Castillejos town in Zambales to Subic-Clark-Tarlac Expressway, 65 kilometer Subic-Mariveles Highway and the "Green Industrial SBMA" which will need 150,000 employees.

Also, opening of the Subic International Airport and Subic Port, construction of wind turbines as source of alternative energy, and expansion of Tipo Road. *By Franco G. Regala | Manila Bulletin*

SBMA PLANS TO DEVELOP SMART CITY, GREEN ZONE

Subic Bay Metropolitan Authority (SBMA) is set to develop a Smart City that is expected to spur investments and international trade in the country.

SBMA Chairman Martin Dino said in a statement that the Smart City will be developed in the Redondo Peninsula in Zambales where the shipyard of Hanjin Philippines, the world's fourth biggest shipbuilding facility, is located.

The SBMA proposes to convert 3,000 hectares of the narrow 15-km long rugged peninsula into a new industrial park he designated as Subic 2.

"This would become Subic's Smart City – an exclusive enclave of modern high-tech corporations and a hub for scientific development and innovation. No other site in the country could match its advantage in location and accessibility," Dino said in a statement.



In addition, SBMA plans to build Subic 3 in Morong, Bataan called "Green Zone".

The Green Zone would be home to non-tech industries and a Mecca for commercial, financial investment and academic locators.

"We want to take Subic Bay Freeport to the next level of development. In line with President Duterte's partnership for growth, Subic will continue to be a major contributor to the economic growth, countryside development and national progress," Dino said.

Dino's other plans include upgrading the Subic Bay International Airport to become regional logistics transshipment hub and air terminal for tourists, guests, investors and junket operators for tourism-and-entertainment related events.

With the "Smart City" and "Green Zone" as centerpieces of our economic vision, Subic would become one of the most exciting locations for businesses not only in the Philippines but all of Southeast Asia, and maybe Asia and the Pacific, Dino stressed. Subic earlier recorded P111.5 billion worth of investments for first three quarters of the year. These investments have the potential to create 55,000 new jobs.

To date, it has a combined investment of some \$102.8 billion brought in by some 1,700 business locators, both foreign and local that provided jobs for 109,000 workers, since the former US naval base was turned into a special economic zone through Republic Act No. 7227. *By Bernie Cahiles-Magkilat | Manila Bulletin*

SBMA PLANS EXTENDING SUBIC FREEPORT TO CONTIGUOUS TOWNS

SUBIC BAY FREEPORT—Top officials of the Subic Bay Metropolitan Authority (SBMA) said they are working with neighboring local government units to expand the boundaries of the Subic Bay Freeport and special economic zone in order to accommodate more investments and hasten development in nearby communities.

In a meeting with members of the Subic Bay Freeport Chamber of Commerce (SBFCC) on January 25, SBMA Administrator Wilma Eisma said the fenced areas of the Subic Freeport “should be extended” in keeping with the spirit of Republic Act (RA) 7227, the law that created the Subic Bay Freeport Zone.

“That’s the dream,” Eisma said, referring to the bid to expand the secured area of the free port, which has been defined under RA 7227 and set for implementation under Executive Order (EO) 97-A, as amended by EO 675. “Fencing outside the existing fenced areas is difficult, but I think it can be done, and it should be done,” Eisma said.

The administrator said expanding the secured area of the Subic Bay Freeport will work to benefit investors and business locators in the zone, as the tax-exempt provision and other privileges enjoyed by businesses in the zone are applicable only inside the secured area.

SBMA Chairman Martin B. Diño, who was also present in the meeting with the SBFCC, also sounded the call to expand the Subic Freeport’s metes and bounds upon his assumption to office late last year. He said the SBMA, under his administration, “will seek to maximize the use of the Subic port and develop more business districts for investors”.

“We should find ways to accommodate more investments, because the available area for further development in [the Subic Freeport] is now very much limited,” Diño said in a previous statement.

He said his office will initiate multilateral dialogues with the city of Olongapo, the municipalities of Morong and Hermosa in Bataan, and the town of San Antonio in Zambales to identify areas for possible development.

Several SBMA administrations in the past have voiced out the need to expand the free port in view of limited land area for development into industrial estates and commercial centers. The metes and bounds of the Subic Special Economic and Freeport Zone, as defined under Proclamation 532, consisted of a total land and water area of 67,452 hectares, with only about 14,000 hectares forming the fenced area, where much development has taken place.

SBMA officials, however, said out of the total fenced area, only about 2,800 hectares, or 20 percent, is developable, while the remaining 11,200 hectares, or 80 percent, of the total land and water area, consisted of either high slopes, forests, or protected areas. Under Section 12 of RA 7227, the Subic Special Economic and Freeport Zone consists of the city of Olongapo and the municipality of Subic in Zambales, the lands occupied by the former US Naval Base and its contiguous extensions within the territorial jurisdiction of the municipalities of Morong and Hermosa in Bataan.

In view of this limitation, then-President Gloria Macapagal-Arroyo issued EO 675 in November 2007, thus authorizing the SBMA to declare areas outside the former US Naval Base as “additional secured areas” that may be operated as special economic and freeport zone under its supervision.

In Wednesday’s meeting, Eisma assured the business community in the Subic Freeport the agency is now working on the expansion plan in tandem with neighboring local government units, and encouraged business locators and investors to share inputs with the contiguous communities.

“At the end of the day, based on the provisions of the law, [the contiguous areas] or parts of those areas are actually part of the free port,” Eisma said. “It is very important to work with the local government units within the contiguous zone. So, we are now working on that.”

SUBIC FREEPORT GETS \$14.4M NEW INVESTMENTS

SUBIC BAY FREEPORT has recently received \$14.4 million worth of new investments after the Subic Bay Metropolitan Authority (SBMA) approved 43 new investment commitments along with the renewal of leases of companies already situated here.



Submarine tender ship at the Alava Pier of the Subic Bay Freeport (Jonas Reyes)

According to SBMA OIC Administrator Randy Escolango, these fresh new investments worth P720 million will further push this premier Freeport as the biggest income generating economic zone in the country.

"SBMA is on its way to another record-breaking year in terms of investment generation," Escolango said during a mass contract-signing ceremony held at the Subic Bay Exhibition and Convention Center.

Escolango added that since the year 2012, SBMA has also sustained record revenue collections that saw the agency rise from a bleeding agency to become a top contributor to the national coffers among Government Owned & Controlled Corporations (OGCC), with accumulated funds of some P4B in the bank.

The new contracts and renewals involved 12 projects under the general business and investment department; two for information and communications technology; 18 for leisure; seven for logistics; and another two for manufacturing and maritime. The new investments, Escolango said, manifest the continuing confidence of the investor community in the Subic Bay Freeport, pointing out that the SBMA has already approved a total of P111.5-billion worth of investments since January until September this year.

"With a 7% growth in the country's gross domestic product (GDP) forecast for next year, and with Central Luzon contributing about 10-12% of the GDP, it cannot be denied that the Subic Bay Freeport Zone contributes significantly to national economic growth," Escolango also said.

According to Ronnie Yambao, OIC Deputy Administrator for the SBMA Business Group, the projected investments to be generated under the 43 new contracts totaled \$14,409,443. This is on top of the \$728.6 million total that the said firms have initially committed to invest in this free port. Leading the list of new companies with significant committed investments are Broadband Broadcast Services, Pte. Ltd., with P220 million for a cable and pay television services venture that would employ 88 personnel; and Autokid Subic Trading Corp., which has set aside P25 million for a project that would employ 25 workers.

Meanwhile, companies with substantial commitments for expansion projects include Subic Horizon Hotel, which has set aside P60 million for additional hotel facilities; Royal Duty Free Shops, which allotted P50 million for the renovation of its main store in this free port; and GigaMare Inc., with \$204,500 worth of additional investments for its maritime training facility here. It was the first time in almost six years that the SBMA again conducted a mass contract-signing ceremony for Subic-registered companies.

Rose Baldeo, president of Global Terminals & Development Inc. and chairperson of the Subic Bay Freeport Chamber of Commerce, said the occasion "is a sign that the SBMA is moving forward" despite a recent leadership row in the agency that has reportedly stalled some investor-related business operations.

In response, Yambao assured the business locators here that the SBMA is ready to provide them with "fast, flexible and friendly" service.

SBMA Sr. Deputy Administrator for Support Services Ramon Agregado also assured the agency's unwavering support to locators and its commitment to transparency, citing the recent launch of the one-stop shop and SBMA's continuous ISO and management reforms. *By Jonas Reyes | Manila Bulletin*



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Business: Non-Scheduled Transportation
Address: Quadrant 1 unit 2A01, Bonifacio High Street
Global City, Taguig
Phone: (02) 464-7700
Email: info@airjuan.com; marketing@airjuan.com

Company: **K2 IMPEX CORPORATION**
Rep: Jan Jong Dae
Business: Services
Address: Unit 1-B Lot 4 Greenwoods Park Rizal Ave. CBD
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Phone: 252-7629
Email: jdd4301@naver.com

Company: **MAG ENGINEERING SERVICES**
Rep: Engr. Marvin Go
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Email: engineeringmag28@yahoo.com.ph

Company: **OVERGAARD SUBIC INC.**
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Business: Manufacturing
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Phase 1, SBFZ
Phone: 252-1847
Email: john-brad@overgaard-subic.com

Company: **SUBIC RAY CORPORATION (SUN PLAZA
SUBIC & LE SOLEI)**
Rep: Simona Yokomori
Business: Subleasing
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Road, SBFZ
Phone: 252-0088
Email: subicraycorp16@gmail.com

RENEWED MEMBERS

Company: **ABSOLUTE SERVICE, INC.**
Rep: Prof. Danny J. Piano
Business: US book publishing ancillary services
Address: Bldg. 1149 George Dewey Complex, SBFZ
Phone: 252-3934; 252-5235
Email: danny.piano@sbfcc.com

Company: **AMA COMPUTER COLLEGE OLONGAPO**
Rep: Raul T. Del Rosario
Business: Educational Institution (Senior High School &
College Courses)
Address: 1670 Rizal Avenue, East Bajac Bajac, Olongapo
City
Phone: 224-1556; 224-1560
Email: rtdelrosario@amaes.edu.ph

Company: **AYU PROPERTIES MANAGEMENT LTD., INC.
(SUBIC COCO HOTEL)**
Rep: Ayuko Shirataki
Business: Hotel
Address: Portion of Lot 1, Subic Commercial & Industrial
Park, Dewey Ave, CBD, SBFZ
Phone: 250-2489; 250-2344
Email: admin1@pocoapocohotel.com.ph

Company: **MUTUAL FORTUNE EXPRESS, INC.**
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Business: International Freight Forwarding Services
Address: Unit 16 West Gate Suites, Sampson Road, SBFZ
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Company: **THE SUBIC BAY YACHT CLUB**
Rep: Ernie G. Roson
Business: Country Club
Address: Rizal Highway cor. Burgos St., SBFZ
Phone: 252-5211
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Company: **SUBIC ENERZONE CORPORATION**
Rep: Engr. Dante T. Pollescas
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Company: **SUNLIFE GREPA FINANCIAL INC.**
Rep: Peter M. Miranda
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Company: **FORD SUBIC (WESTCOAST AUTOMOTIVE
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