# The Manila Times

Opinion World Home News Regions Special Reports The Sunday Times Magazine Sports Business Fast Times **Tech Times** Life & Times Show Times **Expats & Diplomats** Hi! Society Health **Supplements** 

Tue, Jun 24, 2014, 6:37 PM PHT

Like Joris Claeys, Abu Md Rahman and 128,089 others

FOLLOW US: E



## Asia CEO Awards highlight Asean integration

June 15, 2014 8:31 pm

#### by LEA MANTO-BELTRAN



This year's Asia CEO Awards takes on a bigger significance because it will pay tribute to Filipino business leaders who will play a major role when the Association of Southeast Asian Nations (Asean) transforms itself into an economic community in 2015.

Richard Mills, chairman of the board of judges of the Asia CEO Awards, said the Asean Economic Community will establish "a highly competitive single market and production" by integrating the economies of the 10 nations who belong to the regional grouping.

Mills believes the integration "will have a profound impact on the economies of the region, particularly for the Philippines. Many business leaders will have their eyes on the Philippines as a business destination and finally will see the world-class qualities of Filipino managers."

Nominations are now being accepted for the Asia CEO Awards, which will be given out in November.

In 2012, HSBC predicted the Philippine economy would become the 16th largest economy in the world, fifth largest economy in Asia and the largest in the South East Asian region by 2050.

Rebecca Bustamante, president of the Asia CEO Awards, told The Manila Times she is very excited about the country's economic development.

"This is exactly the reason why Asia CEO awards was created: to highlight the world-class qualities of the Filipinos. Through this award, investors will notice the Philippines and eventually invest in the country," Bustamante said.

Now on its fifth year, Asia CEO Awards and its brand new title sponsor, PLDT Alpha Enterprise, will have 10 categories, including two new ones: Hospitality Award and First Carbon Solutions Green Company of the Year.

The other categories are Oracle Technology Company of the Year; CSR Company of the Year; SPi Global Young Leader of the Year; Shore Solutions Most Innovative Company; NEC Quality Company; Jones Lang LaSalle Expatriate Executive of the Year; Smart Communications Global Filipino Executive; Meralco Top Employer Organization and the KPMG Executive Leadership Team.

Choosing the winners "get harder every year," according to Mills, who observes that Filipino managers are getting younger every year but possesses the qualities that are par with the

This year, Mills will be joined in the board of judges by Dr. Bernie Villegas, Board of Trustees of the Makati Business Club; Don Felbaum, former president of the American Chamber of Commerce of the Philippines; Edward Chang, president of the Korean Chamber of Commerce Philippines; Oscar Sanez, San Miguel VP for International; architect Jun Palafox, former president of the Management Association of the Philippines; and Nobuo Fujii, VP of the Japanese Chamber of Commerce & Industry of the Philippines.

The awards are an offshoot of the CEO Forum, the largest regular business event in the





EON supports the first ever ASEAN Business Aw



ARE YOU READY FOR THE ASEAN ECONOMI

Jun 16

### **Columnists**



Killing the coconut industry to save it? Ren D. Kritz



Things fall apart Real Carpio So MANAGING FOR SOCIETY

SMC's Zobel, R. Ang get 'poorer' by P81B in one EMETERIO SD. PEREZ

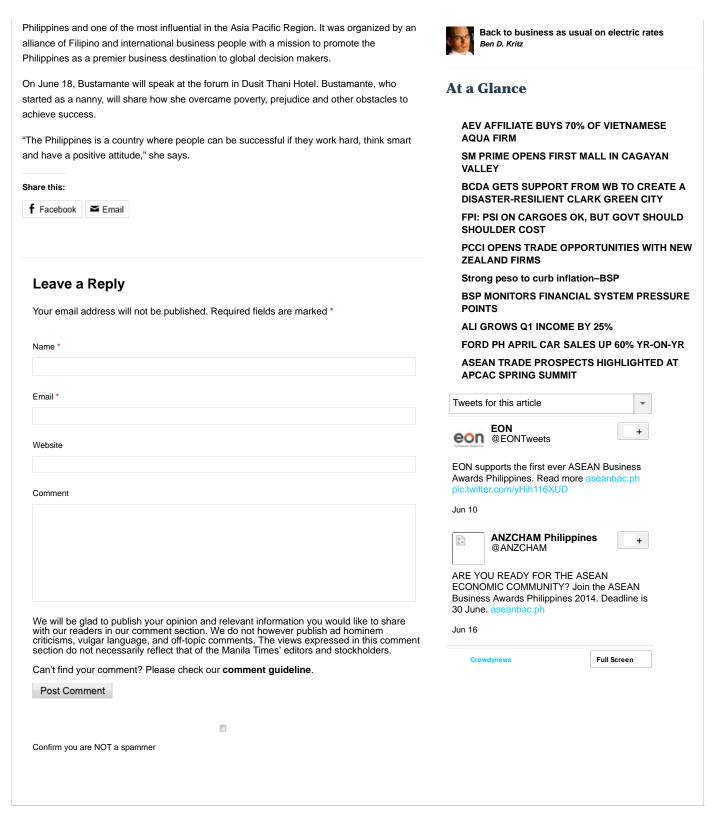
DUE DILIGENCER



Span of control: The simpler it looks, the more problems it hides REYLITO A.H. ELBO

BEYOND THE BUZZWORDS

6/24/2014 6:37 PM 1 of 2



#### Contact Info



Address: 2/F Sitio Grande Building 409 A. Soriano Avenue, Intramuros Manila 1020 Philippines Tel.: +63 (02) 524 5664 up to 67 Fax: +63 (02) 528-1729 Email: newsdesk@manilatimes.net opinion@manilatimes.net

Copyright © 2010-2013 The Manila Times - All Rights Reserved. Archives Advertise Contact Us About Us Sitemap Privacy Policy

The Manila Times

2 of 2 6/24/2014 6:37 PM