

## 44<sup>TH</sup> PHILIPPINE BUSINESS CONFERENCE

- Date:** 18-19 October
- Venue:** Manila Hotel
- Theme:** Infrastructure and Digital Economy: The Game Changers
- Concept Note:** Infrastructure and the digital economy are the megatrends that are shaping the Philippines in the 21<sup>st</sup> century.

The goal to be globally-competitive and highly productive is creating huge demand that require the quick and efficient delivery of infrastructure and the shift to the new paradigm of the digital economy. Even now, infrastructure has become a key area for spending while the digital economy is progressively playing a key role as disruptive technology and innovations redefine the business landscape, transforming links in the value chains and enabling small businesses to level the playing field with larger corporations.

How government and the private sector will sustain investments in infrastructure and leverage on the digital economy will be the focus of the 44<sup>th</sup> Philippine Business Conference and Expo (PBC&E). With the boom in infrastructure projects and the digital economy continuing to revolutionize business operations, the 44<sup>th</sup> PBC will navigate the opportunities, potentials and challenges in these two game-changing trends as they build firm foundations for sustainable economic growth.

**44<sup>TH</sup> PHILIPPINE BUSINESS CONFERENCE**  
18-19 October 2018, Manila Hotel

**Program**

<b>October 18, Thursday</b>	
08.00-09.00 a.m.	<b>Registration</b>
08.30-09.00 a.m.	<b>Ribbon Cutting/ Opening of Exhibit</b>
09.00-10.00 a.m.	<p><b>Opening Ceremony</b> Parade of Colors Invocation National Anthem 44<sup>th</sup> PBC Opening Billboard</p> <p><b>Call to Order</b></p> <p><b>Opening Statement</b></p>
10.00-10.30 a.m.	<p><b>Keynote Speech: The Philippines as a Growth Area</b> <i>The Philippines continues to be seen as a new growth area even amid rapidly changing global conditions. The impressive growth rate posted in the last few years has provided the necessary growth momentum. What are the imperatives to sustain and further drive the country's high growth rate?</i></p>
10.30-11.00 a.m.	<p><b>Presentation of Awards</b></p> <ul style="list-style-type: none"> <li>• Excellence in Ecology and Economy Awards</li> <li>• Alfredo M. Yao Intellectual Property Awards</li> <li>• Injap Sia Outstanding Young Entrepreneur Award</li> </ul>
11.00-11.30 a.m.	<p><b>Special Session: A Community of Shared Future for Mankind: The Silk Road and the Philippines</b> <i>China's proposed Silk Road is an economic corridor that is meant to expand economic cooperation among neighbors within the Silk Road region. How can the Silk Road further the growth of the Philippines?</i></p>
11.30-12.30 p.m.	<b>Lunch</b>
12.30-01.30 p.m.	<p><b>Plenary 1: The Infrastructure Agenda: Are we On Track?</b> <i>One of the cross-cutting strategies of the Philippine Development Plan is the acceleration of strategic infrastructure projects. At its core is an unprecedented plan to spend 8.4 trillion pesos on high-impact infrastructure projects. How are the projects implemented? How can the private sector participate to accelerate infrastructure build-up and help meet targets? Where are the opportunities and challenges?</i></p>
01.30-02.30 p.m.	<p><b>Plenary 2: Exploring the Future of the Philippine Energy and Power Sector</b> <i>The Department of Energy (DOE) projects that the country will need an additional 17,300 MW from 2016 to 2030 and another 26,000 MW from 2030 to 2040 to support the country's development plans. How can investments in the power and energy sector be accelerated? What</i></p>

	<i>are the plans for the upstream and downstream of the petroleum industry and the renewables to develop the power sector? How is government implementing the fuel mix policy to bring power rates to a competitive level? How is energy efficiency being promoted?</i>		
02.30-3.30 p.m.	<b>Plenary 3: National Broadband Plan: The ICT and Telecom Agenda</b> <i>The Philippines views the ICT and telecom industry as a strategic industry. In June 2017, the Department of Informational and Communication Technology unveiled the National Broadband Plan, the blueprint in building the infrastructure as the country moves toward a digital economy. How is government implementing the NBP amid challenges of growing demand, emerging trends and constraints in rolling out infrastructure?</i>		
03.30-04.15 p.m.	<b>Trade War and Its Impact on the National and Global Economy</b>		
04.30-05.30 p.m.	<b>Business-Matching and Networking Sessions</b>		
	<b>Simultaneous Break-Out Sessions</b>		
	<b>Break-out Session 1: Investment Opportunities in North Luzon</b>	<b>Break-out Session 2: Investment Opportunities in South Luzon</b>	<b>Break-out Session 3: Investment Opportunities in the Visayas</b>
	<b>Break-out Session 4: Investment Opportunities in Mindanao</b>		<b>Break-out Session 5: Health and Wellness</b>
06.00-09.00 p.m.	<b>Fellowship Night</b> <b>Awards Night</b> <b>ASEAN-BAC Send-Off of Winners</b>		
<b>October 19, Friday</b>			
09.30-10.30 a.m.	<b>Plenary 4: The Global and Local Digital Landscape</b> <i>Engagement with the global economy and the adoption of new technologies have driven rapid economic growth in developing countries, raising incomes and generating more productive and better paying jobs. However, new technologies such as robotics and artificial intelligence may lead to challenges. This session will look into the digitization framework; how business and government/policymakers can adapt by harnessing new opportunities while addressing challenges presented by an increasingly digital future; and, how digitization can improve competitive advantage.</i>		
10.30-11.30 a.m.	<b>Plenary 5: Disruptive Technologies: The Trends to Watch</b> <i>The digital economy and the disruptive technologies it brings with it are transforming the way people interact with their surroundings. It is changing the nature of work and the nature of business, calling for a shift to new business models. The future of many enterprises will depend on their ability to embrace the digital economy, new technologies and innovations. Over the coming years, what will be the most important developments in disruptive technology? What are the new trends - new products, new markets, and new ways of conducting business?</i>		
11.30-12.00 nn	<b>Special Session: Towards a Deeper RP-Japan Economic Partnership</b> <i>Japan and the Philippines have a vibrant. Japan is one of the Philippines' most important trade partners and the country's biggest source of foreign direct investments.</i>		
12.00-01.00 p.m.	<b>Lunch</b>		

	<b>Presentation of sponsors/partners</b> <b>Business Idea Development Award (BIDA) Awarding Ceremony</b>		
01.00-02.00 p.m.	<b>Special Session: Agribusiness Support for Promotion and Investment in Regional Expansion (ASPIRE)</b>		
02.00-02.15 p.m.	<b>MOA Signings</b>  <b>Approval of the 44th PBC Resolutions</b>		
02.30-05.00 p.m.	<b>Business-Matching and Networking Sessions</b>		
02.30-03.45	<b>Simultaneous Break-Out Sessions: Disruptive Technologies for Business Use</b>		
	<b>Break-out Session 1: Blockchain Solutions for Business Use</b>	<b>Break-out Session 2: E-Commerce and Business Use</b>	<b>Break-out Session 3: FinTech for Financial Inclusion</b>
03.45-05.00	<b>Break-out Session 4: Cyber-Hygiene: Best Practices on Digital Security</b>	<b>Break-out Session 5: Technology Innovations for SMEs (in partnership with DOST-TAPI)</b>	
06.00 p.m.	<b>Concluding Plenary Ceremony</b>  <b>Welcome Remarks</b>  <b>Opening Statement</b>  <b>Presentation of Awards</b> <ul style="list-style-type: none"> <li>• 43<sup>rd</sup> PBC Chair</li> <li>• ICC Global Excellence</li> <li>• Most Business-Friendly LGU</li> <li>• Most Outstanding Chamber</li> </ul> <b>President's Report</b>  <b>Presentation of PBC Resolutions</b>  <b>Keynote Speech</b>		
	<b>Gala Night</b>		