

# SOCIAL ENTREPRENEURSHIP CONFERENCE

## June 23-24, 2016, Cebu City Marriott Hotel

### The event shall:

- Serve as a platform for knowledge sharing on entrepreneurial approaches and promote creative, non-traditional strategies and innovative solutions to social challenges, thereby, putting **social value creation at the heart of the enterprise mission** to improve individuals' and communities' lives and enhance their well-being.
- Lead to rethinking of the business enterprise and its usual practices and a more global sustainable business perspective.
- Bring together entrepreneurs, corporations, non-profit, and public sector leaders to openly share, collaborate, innovate and advance social entrepreneurship.

*\* Speakers below are subject to confirmation.*

PROGRAMME		SPEAKER
<b>DAY 1: June 23, 2016 (Thursday)</b>		
8:00am – 8:45 am	<b>Registration</b>	
8:45am – 8:50 am (5 mins)	<b>Invocation and Philippine National Anthem</b>	
8:50am - 8:53 am (3 mins)	<b>Welcome Message</b>	<b>CHRISTIAN PARO-AN</b> <i>CBM 2016 Overall Chairman</i>
8:53am - 8:58am (7 mins)	<b>Overview of Entrepreneurship Conference</b>	<b>MICHAEL BASUBAS</b> <i>CBM 2016 Entrepreneurship Committee Chairman</i>
8:58am - 9:00am (2 mins)	<b>Introduction of Keynote Speaker</b>	
9:00 am- 9:45 am (45 mins)	<b>Keynote Speech</b>	<b>DIR. ASTERIA C. CABERTE</b> <i>Regional Director, Department of Trade and Industry</i>
9:45 am- 10:25 am (40mins)	<b>ENTREPRENEURIAL REVOLUTION: <i>Comparison between For-Profit Entrepreneur and Social Entrepreneur</i></b>	<b>MARGARET YUNQUE</b> <i>Business Dev &amp; Product Management Talas Data Intelligence, Inc. a PLDT Company</i>
10:25 am- 11:05am (40 mins)	<b>STAGES OF SOCIAL ENTREPRENEURSHIP: <i>Approach to Social Value Creation</i></b>	<b>JEF A. MENGUIN</b> <i>Leadership Advisor and Social Entrepreneur</i>
11:05 am- 11:25am (20mins)	<b>DISRUPTIVE INNOVATION TALK</b>	<b>MARIO BERTA</b> <i>Founder and CEO, FlySpaces</i>

11:25 am- 12:10pm (45mins)	<b>Q&amp;A</b>	
12:10pm- 1:00pm	<b>LUNCH</b>	
<b>Afternoon Plenary Session: VISION, LEADERSHIP &amp; ADVOCACY</b>		
1:00 pm- 1:40 pm (40 mins)	<b>Plenary 1: Inclusive Entrepreneurship</b> <ul style="list-style-type: none"> <li>- <i>Different types of entrepreneurship opportunities</i></li> <li>- <i>Global best practices that have produced success</i></li> <li>- <i>How to spot regional and global opportunities</i></li> </ul>	<b>AVNER MIZRAHI</b> <i>Co-Founder and COO, ENGAGESPARK</i> <i>Angel Investor, LP at 500 Startups, Philanthropist</i>
1:40 pm-2:25 pm	<b>Panelist:</b> <ul style="list-style-type: none"> <li>- <b>Engr. Ramir V. Bonghanoy</b> (BON-ACE FASHION TOOLS, INC.)</li> <li>- <b>Wilmer Lopez</b> (Human Nature)</li> <li>- <b>Dexter Alazas</b> (Alazas Atelier)</li> </ul>	
2:25 pm- 2:55 pm (30 mins)	<b>OPEN FORUM</b>	<b>Moderator:</b> <b>Mr. Caesar Wenefrido "Cerwin" T. Eviota III</b> <i>Managing Director/ Chief PR Officer</i> CTE PR & MARKETING CONSULTANCY
2:55 pm- 3:35 pm (40mins)	<b>Plenary 2: SOCIAL ENTREPRENEURSHIP: Solution to Women's Economic Empowerment</b> <ul style="list-style-type: none"> <li>- <i>Vision &amp; Mission from a Woman Perspective</i></li> </ul>	<b>JEANNIE JAVELOSA</b> <i>Co-Founder</i> EHOSTORE SUSTAINABLE LIFESTYLE
3:35pm— 4:20 pm	<b>Panelist:</b> <ul style="list-style-type: none"> <li>- <b>Meyan Young</b> (ECHOstore Cebu licensee)</li> <li>- <b>Engr. Leonora Salvane</b> (GT Cosmetics)</li> <li>- <b>Anya Lim</b> (Anthill)</li> </ul>	
4:20 pm- 4:50 pm (30mins)	<b>OPEN FORUM</b>	<b>Moderator:</b> <b>Mr. Caesar Wenefrido "Cerwin" T. Eviota III</b> <i>Managing Director/ Chief PR Officer</i> CTE PR & MARKETING CONSULTANCY
6:30pm- 9:00pm	<b>PUBLIC-PRIVATE CEO'S NETWORKING NIGHT</b>	
<b>DAY 2: June 24, 2016 (Friday)</b>		
8:00 am- 9:00am	<b>Registration Coffee &amp; Networking</b>	
9:00am-	<b>Prayer and National Anthem</b>	

9:05 am (5 mins)		
9:05 am 9:20 am (15 mins)	<ul style="list-style-type: none"> <li>- <b>Welcome &amp; Recap of Day 1 Conference Highlights</b></li> <li>- <b>Introduction of Keynote Speaker</b></li> </ul>	<b>ALLAN SUAREZ</b> <i>CBM 2016 Vice Chairman/President</i>
9:20am- 10:05am (45mins)	<b>Keynote Speech</b>	<b>DIR. EDGAR GARCIA, Ph.D.</b> Director DOST Technology Application & Promotion Institute (DOST-TAPI) <i>&lt;Invited/for confirmation&gt;</i>
10:05am- 10:45am (40mins)	<b>Combining Innovation, Resourcefulness and opportunity into profitable undertakings</b>	<b>DR. CARL E. BALITA</b> EhD, DrHum, MAN, RN, RM, RPT CEO, CEB Group/Chairman, PCCI Quezon City/ Host, Radyo Negosyo, ABS-CBN
10:45am- 11:05am (20mins)	<b>Greening the Value Chain in the Construction Sector</b>	<b>ENGR. EDGAR V. SABIDONG</b> <i>AVP of ArthaLand Corporation</i>
11:05am- 11:25am (20mins)	<b>Enabling Environments for Social Enterprises: Platforms for mentorship, growth and collaboration</b>	<b>FAYE CORCUERA</b> Executive Director BPI FOUNDATION
11:25am- 11:55	<b>Q&amp;A</b>	
11:55am- 12:45pm	<b>LUNCH</b>	
<b>Afternoon Plenary Session: EXECUTION &amp; TIMING</b>		
12:45pm- 1:25pm (40mins)	<b>Building momentum to achieve inclusive growth and development while sustaining the culture</b>	<b>ROSE MARIE EDILLON</b> <i>Deputy Director General</i> NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY
1:25pm- 1:45pm (20mins)	<b>Q&amp;A</b>	
1:45pm- 2:25pm (40mins)	<b>Plenary 3: Scaling Up and Sustaining Initiatives for Social Transformation</b> <ul style="list-style-type: none"> <li>- <i>Initiatives and Strategies</i></li> <li>- <i>Supporting Institutions and Services Available for Social Enterprises</i></li> </ul>	<b>ANTONIO "TONY" MELOTO</b> <i>Founder, Gawad Kalinga</i>
2:25pm- 2:55pm	<b>Panelist:</b> <ul style="list-style-type: none"> <li>- <b>Mr. Ric Rufino</b> (Negosyong Pinoy )</li> <li>- <b>Dir. Maria Elena C. Arbon</b> (<i>Provincial Director, DTI</i>)</li> <li>- <b>Engr. Edilberto L. Paradela</b> (<i>Regional Director, DOST</i>)</li> </ul>	

2:55pm-3:25am (30mins)	<b>OPEN FORUM</b>	<b>Moderator:</b> <b>ANGEL "Jong" FERNANDEZ</b>
3:25pm-4:10pm (40mins)	<b>Embracing Digital Age+Social Good</b>	<b>MR. ALBERT MITCHELL L. LOCSIN</b> Vice President and Head PLDT SMART SME NATION
4:10pm-4:40pm	<b>Panelist:</b> <ul style="list-style-type: none"> <li>- <b>Gabriel Marco Cui</b> (AVP &amp; Head- Community Engagement Services &amp; Marketing Communications, PLDT SMART SME NATION)</li> <li>- <b>Kahlil Corazo</b> (<i>President, LEADFUNNEL</i>)</li> <li>- <b>Kristelle Tee</b> (<i>Business Digitization Director and Co-Founder of Wissen Solomon Consulting Group</i>)</li> </ul>	
4:40pm-5:10pm (30mins)	<b>OPEN FORUM</b>	<b>Moderator:</b> <b>ANGEL "Jong" FERNANDEZ</b>
5:10pm-5:20pm (10mins)	<b>Wrap Up &amp; Way Forward / Closing Remarks</b>	