

# EU's AI lobbying blitz gets lukewarm response in Asian countries

SINGAPORE/TOKYO/STOCKHOLM — The European Union (EU) is lobbying Asian countries to follow its lead on artificial intelligence (AI) in adopting new rules for tech firms that include disclosure of copyrighted and AI-generated content, according to senior officials from the EU and Asia.

The EU and its member states have dispatched officials for talks on governing the use of AI with at least 10 Asian countries including India, Japan, South Korea, Singapore, and the Philippines, they said.

The bloc aims for its proposed AI Act to become a global benchmark on the booming technology the way its data protection laws have helped shape global privacy standards.

However, the effort to convince Asian governments of the need for stringent

new rules is being met with a lukewarm reception, seven people close to the discussions told Reuters.

Many countries favor a “wait and see” approach or are leaning towards a more flexible regulatory regime.

The officials asked not be named as the discussions, whose extent has not been previously reported, remained confidential.

Singapore, one of Asia's leading tech centers, prefers to see how the technology evolves before adapting local regulations, an official for the city-state told Reuters. Officials from Singapore and the Philippines expressed concern that moving overly hasty regulation might stifle AI innovation.

As Reuters reported last month, Southeast Asian countries are drawing

up voluntary guidelines. Japan, for its part, is leaning towards softer rules than the stringent approach championed by the EU, as it looks to the technology to boost economic growth and make it a leader in advanced chips.

Efforts in Asia are part of a global push by European nations that include talks with countries such as Canada, Turkey, and Israel, Dutch digital minister Alexandra van Huffelen told Reuters in an interview.

“We're trying to figure out on how we can make the regulation from the EU copied, applicable and mirrored... as it is with the GDPR,” Ms. van Huffelen said late last month, referring to General Data Protection Regulation (GDPR), the EU's data privacy regime.

The emergence of AI has been hailed as a breakthrough that will usher in an

era of rapid advances in science and technology, revolutionizing all aspects of human activity, but also painted as an existential threat.

EU lawmakers in June agreed to a trailblazing set of draft rules, which would make companies such as ChatGPT operator OpenAI disclose AI-generated content, help distinguish so-called deep fake images from real ones and ensure safeguards against illegal content.

The proposed legislation, which also envisages financial fines for rule violations, faces resistance from companies, with 160 executives last month signing a letter warning it could jeopardize Europe's competitiveness, investment, and innovation.

Still, officials from the EU, which has signed “digital partnerships” with Japan, South Korea, and Singapore, voice opti-

mism they can find common ground with international partners to advance cooperation on technologies including AI.

“Our mission is again to make sure that what's happening in the EU, which is our large constituency if I may say so, is protected,” EU industry chief Thierry Breton told Reuters during a trip to South Korea and Japan to discuss AI and semiconductors.

“I believe that it will be probably not too far from each other because we share the same values,” Mr. Breton said of regulation of AI in the EU and countries such as Japan. — Reuters

**FULL STORY**



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# Ticket2Me eyeing Singapore expansion as live events return

TICKET2ME, a fully digital ticketing and video platform for events, is planning to expand to Singapore this year as it seeks to take advantage of the strong recovery of the live entertainment industry.

Ticket2Me Chief Executive Officer Julie Bautista told *BusinessWorld* the startup is launching the third version of its platform later this year.

“We're launching version three of the technology sometime in the fourth quarter. When it's live, we're going to be fully operational in Singapore. That's our first expansion,” she said on July 14.

The newest version of the Ticket2Me platform is the result of two years' worth of evaluation and insights from its customers.

“Technology is crucial... With Ticket2Me, we always try to develop our tech to adapt to the times and prepare for the future... But you can't develop just tech, it should also be aligned with needs of the customers... We are happy Ticket2Me takes time to create engagement activities, and customer-listening activities to make sure that we know the pain points of our customers and provide the solution,” Ms. Bautista said.

Since it started in 2018, Ticket2Me posted P145 million in cumulative top line sales as of July 2023.

“We're continuing to grow. We have issued 680,000 tickets to 150,000 registered users and



we have worked with 450 clients, organizers and producers in the last five years,” she said.

The independent event ticketing company managed to navigate the challenges during the pandemic by launching streaming services, as well as enabling organizers to migrate their events to the digital space and monetize these.

With the economy's reopening, Ms. Bautista noted that there are now more live events than online ones.

“People want to go out and watch live shows,” she said, adding that Ticket2Me aims to give fans a more convenient event ticketing system or one that doesn't require them to line up to redeem tickets at an outlet or be limited to a few payment options.

Ticket2Me is also set to open its Series A Funding Round for a small number of qualified investors as it embarks on its expansion.

## CELEBRITY EVENTS

Meanwhile, Ticket2Me is launching two new projects that will boost its position in the sports and music segments: an all-celebrity basketball league and an electronic dance music (EDM) festival.

These projects will be spearheaded by actor Enrique Mari Gil who was recently appointed as the company's chief marketing officer. Mr. Gil and his manager Ravel Rufino have also announced an equity investment in Ticket2Me's Singapore-based parent company.

At a July 14 media briefing in Pasig City, Mr. Gil said he decided to invest in Ticket2Me after realizing he still wanted to be involved in the entertainment industry after a three-year hiatus.

“I said I need to leave a legacy in the entertainment world... Even if I can't dance like I used to, I can still be in a position where I can still give entertainment and

give my fans a really good show. It completes my story,” he said.

Ms. Bautista said Mr. Gil's popularity and loyal fan base is a welcome addition to the Ticket2Me brand.

“Being a smart investor himself, he understands the power of giving artists, creators, and performers greater control over the economic model behind their shows and performances. We believe that artists should be in control of their event ticketing, not the venues,” she said.

As chief marketing officer, Mr. Gil said he brings his firsthand experience as an entertainer to the table.

“I know what the fans and viewers want to see, what they want, what they like... I want to connect fans with their idols,” he added.

His first project for Ticket2Me is “Manila Madness,” an all-celebrity basketball tournament.

“We will have stars from different networks who will join, politicians, social media stars, and different personalities. Sports brings everyone together,” he said.

Mr. Gil said they are also planning an EDM festival in the future.

“We plan to add sports, concerts, music festivals. I'm involved in the business development of the company. There are already some concerts for international and music festivals, sports. We'd like to bring meet & greet to different parts of the world, so we can connect with fans,” Mr. Rufino said. — **Cathy Rose A. Garcia**

# Why credit is misunderstood and what can be done to fix it

By Pia Arellano

THERE'S a lot to look forward to in the Philippines. The country is emerging as one of the fastest growing economies in the Southeast Asian region. Going from 5.6% economic growth in 2021 to 7.6% in 2022, with continued recovery and reform efforts, the World Bank also forecasted that the Philippines is set to become an upper middle-income country in two years' time.

While these reports are promising, it also sheds greater light on the need for economic growth to be more inclusive. It is widely believed that financial inclusion aids economic growth and development. Specifically, financial inclusion efforts expand access to financial services for more people, increasing their economic opportunities and improving their lives.

Financial inclusion in the country must continue to be accelerated to enable more Filipinos to benefit from wider financial services. Yet for so many Filipinos, access to financial education and information remains limited. In a financial literacy survey conducted by the Bangko Sentral ng Pilipinas in 2021 showed that only 2% of Filipinos correctly answered all questions pertaining to basic financial literacy.

Understanding financial access to credit is a basic pillar of financial literacy. With its ability to enable consumers to access goods or services on the premise that payments will be made in the future, credit has the potential to change lives for the better. That's why it is a must for vast sectors of the population should be able access credit on both reasonable terms and in a responsible manner.

## MANY FILIPINOS STILL SEE CREDIT AS 'BAD DEBT'

Local efforts to facilitate greater access to credit cannot come without changing prevailing, deep-rooted stigma surrounding it. The notion of credit may unnerve many Filipinos. Understood as “utang” in Tagalog, the word itself carries notions of a debt to shoulder and the product of financial irresponsibility — something Filipinos would prefer to shy away from.

This deep-rooted negative stigma surrounding *utang* in the country may also influence how Filipinos perceive credit. According to a TransUnion study on credit perceptions in the country, 57% of Filipinos believe people who acquire credit products tend to overspend, while 50% believe that those who do are already in debt. Despite these perceptions, there is still a high reliance on informal credit systems, with 72% of Filipinos turning to fam-

ily and friends when it comes to borrowing money. Given the data, financial institutions need to reframe the conversation surrounding credit from “utang” to an enabling force for more financial services and opportunities.

These largely unfounded misconceptions can be attributed to ways in which Filipinos acquire their financial knowledge. Many

among both the general and unbanked population rely on family and friends as well as social media for financial education.

This presents a great opportunity for both the public and private sectors to work together to establish more formal and reliable channels for Filipinos to acquire financial knowledge. By doing so, the formal financial system can help change existing narratives surrounding credit from bad debt to a gateway to improved economic opportunities.

## USING INFORMATION FOR GOOD

Greater financial inclusion can indeed unlock opportunities for more Filipinos to improve their economic standing, especially among those belonging to lower-income segments of the population. However, this cannot be achieved without addressing long-standing issues of trust surrounding credit and other financial services.

By understanding local credit perceptions as well as the fac-

tors that influence them, banks and other financial institutions can work towards the idea of credit to be both appealing and empowering. Through a more direct approach that highlights the benefits of credit, Filipinos will be more willing to see credit as better opportunities for financial access rather than a hindrance.

This can be achieved with the life-changing power of information. As a global information and insights company, TransUnion Philippines is dedicated to finding innovative ways to utilize information for consumers to manage credit, and for businesses to manage risk more efficiently. Through the power of information, more Filipinos can be “seen” by the formal financial system and access its services to change their lives and the nation for the better.

*Pia Arellano is the president and CEO of TransUnion Philippines. She has over 25 years of industry experience across banking, payment solutions, telecommunications, and remittance services. She has been instrumental in establishing TransUnion as a leading private consumer credit reference agency and an information and insights partner of banks, fintech companies, and other institutions in the Philippine financial system. Questions can be e-mailed to [tuphcomms@transunion.com](mailto:tuphcomms@transunion.com).*

**INTER-AGENCY ENERGY EFFICIENCY AND CONSERVATION COMMITTEE (IAEECC)**  
RESOLUTION NO. 9, s. 2023

**INCLUSION OF THE CLIMATE CHANGE COMMISSION (CCC) AS A REGULAR RESOURCE INSTITUTION IN THE IAEECC IN AN ADVISORY CAPACITY TO HARMONIZE THE APPROVAL AND IMPLEMENTATION OF GOVERNMENT ENERGY EFFICIENCY PROJECTS (GEEPs) CLASSIFIED AS CLIMATE CHANGE EXPENDITURES**

**WHEREAS**, under Section 6 (b) of Republic Act (RA) No. 11285, or the Energy Efficiency and Conservation (EEC) Act, states that the CCC shall collaborate with the Department of Energy (DOE) and other government agencies in establishing targets, determining strategies, and monitoring and recording all greenhouse gas emission reductions resulting from energy efficiency and conservation projects; *Provided That*, such targets and strategies are aligned with the National Energy Efficiency and Conservation Plan (NEECP);

**WHEREAS**, Section 8 of DOE Department Circular (DC) No. DC2019-11-0014, or the Implementing Rules and Regulations of the EEC Act, likewise states that the CCC shall collaborate with the DOE and other government agencies in establishing targets, determining strategies aligned with the NEECP, and monitoring and recording all greenhouse gas emission reductions resulting from energy efficiency and conservation projects. Further, the CCC shall include the energy efficiency targets and strategies in the National Strategic Framework and Program on Climate Change, which it is mandated to formulate under RA No. 9729, or the Climate Change Act of 2009, as amended by RA No. 10174;

**WHEREAS**, under Section 36 of DOE DC2019-11-0014, the IAEECC may invite resource persons or representatives from other government agencies and private entities during the IAEECC meetings to aid in the deliberations of its members;

**WHEREAS**, Section 3 of RA No. 10174, established the CCC as the lead policy-making body of the government, which is tasked to coordinate, monitor, and evaluate the programs and action plans of the government relating to climate change;

**WHEREAS**, IAEECC Resolution No. 5, s. 2022 directs all government agencies to comply with the Government Energy Management Program (GEMP) Guidelines, which provides the mechanism for the evaluation and approval by the IAEECC of the agencies' GEEPs proposal, and implementation of GEEPs, among others;

**WHEREAS**, as provided under the Department of Budget and Management (DBM)-CCC Joint Memorandum Circular (JMC) No. 2015-01 dated 24 March 2015, the national government is required to identify and tag climate change expenditures (CCEs) based on Climate Change Typologies. Further, the agency proposal of climate change components shall be evaluated by the CCC against the existing typology and duly accomplished Quality Review and Assurance form;

**WHEREAS**, as provided under the DBM-CCC-Department of the Interior and Local Government (DILG) JMC No. 2015-01 dated 23 July 2015, the local government units are required to identify, prioritize and tag CCEs in their respective Annual Investment Programs through the Climate Change Expenditure Tagging (CCET) for evaluation of the CCC;

**WHEREAS**, the appointment of the CCC as a regular resource institution in the IAEECC in an advisory capacity shall expedite and streamline the evaluation and classification of GEEPs as CCEs for the whole of the government; and

**WHEREAS**, Section 4 of DOE DO No. DO2020-01-0001 provides that the IAEECC shall act as a collegial body, and approval of its actions may be made by a simple majority.

**NOW, THEREFORE, BE IT RESOLVED, AS IT IS HEREBY RESOLVED** by the members of the IAEECC:

**RESOLVED**, that the IAEECC approves the proposal to include the CCC as a regular resource institution in the IAEECC in an advisory capacity;

**RESOLVED FURTHER**, that this Resolution be approved and disseminated to all government entities concerned for adoption and implementation; and

**RESOLVED FINALLY**, that this Resolution shall take effect upon publication either in the Official Gazette or a newspaper of general circulation. A copy of this Resolution shall be filed with the University of the Philippines Law Center – Office of the National Administrative Register.

**ADOPTED**, in Energy Center, Rizal Drive, Bonifacio Global City, Taguig City, Metro Manila.

**RAPHAEL P. M. LOTILLA**  
 Secretary, Department of Energy  
 And Chairperson, IAEECC

**AMENAH F. PANGANDAMAN**  
 Secretary, Department of Budget and Management

**BENJAMIN E. DIOKNO**  
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**IAEECC MEMBERS:**

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 Secretary, Department of Science and Technology

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**ARSENIO M. BALISACAN**  
 Secretary, National Economic and Development Authority

**CERTIFIED CORRECT:**

**PATRICK T. AQUINO, CESO III**  
 Director, IAEECC Secretariat