InnoCare looks to bring portable X-ray machines to Southeast Asia

TAIPEI CITY — Taiwan-based company InnoCare Optoelectronics Corp. (InnoCare) seeks to distribute in Southeast Asia its portable X-ray flat panel detectors that can store and generate multiple images to help improve accuracy in detecting diseases, one of its top officials said.

"Most of the Southeast Asian countries are in the developing phase, so our idea is to promote our products to be able to go to tier two and tier three cities where we can let more and more people use [the flat panel detector] in the X-ray," Raunak Joshi, business development manager for the InnoCare's Asia-Pacific region, told *BusinessWorld* in the sidelines of the Healthcare+ Expo in Taipei City, Taiwan last week.

InnoCare is currently in talks with a potential distributor in the Philippines, he said.

"We've yet to find a partner in Philippines. So, hopefully after this [event], we can find a partner in Philippines," Mr. Joshi added.

The new flat panel detectors would lessen the time to get an X-ray image to 10 seconds from the usual five minutes, he said.

The portable panel detectors can save multiple x-ray images that can be viewed through another gadget like a tablet, Mr. Joshi said. It is also powered by chargeable batteries.

"You [can] take this to a village, take a lot of scans, and then bring it back. At the end of the day, doctors can see a lot of images," he said. "This has storage [compared to] the previous one."

The flat panel detectors, through artificial intelligence, can also generate full images of respiratory illnesses like COVID-19, tuberculosis, and pneumonia with 90% accuracy.

InnoCare has distributed its handheld flat panel detectors in India, Vietnam, Nepal, Bangladesh, America, and Europe.

It also seeks to develop flat panel detectors to get longer X-ray images that would cover a person's full spine or lower limbs, Mr. Joshi said. — **Beatriz Marie D. Cruz**

More tools, regulations key to addressing deepfake crimes

By Miguel Hanz L. Antivola
Reporter

THE CREATION of tools and regulations to address the proliferation of deepfakes is expected to become a priority in the Philippines next year, according to experts.

Deepfakes refer to media that have been digitally manipulated through artificial intelligence to create misrepresentations of people and events.

"Untrained eyes and ears cannot discern what is fake," Jonathan Dixon, vice-president and managing director at Cloudflare Asia Pacific, Japan, and China, said in an e-mailed statement to reporters on Monday.

"With today's versions more realistic than ever, trained eyes and ears also fail to identify deepfakes," he added.

Mr. Dixon said he expects that there will be an increased demand for "the next cutting-edge security technology" targeting the issue of deepfakes in 2024.

Ronald B. Gustilo, national campaigner for Digital Pinoys, likewise said more tools and regulations are needed to address the increase in crimes involving deepfakes.

The Philippines must foster a resilient defense against deepfake threats through technological innovation, legal frameworks, and community education, he said in a Viber message to *BusinessWorld*.

"Enhancing detection algorithms will empower platforms to identify and mitigate the spread of deceptive content," Mr. Gustilo noted.

"Simultaneously, enacting and enforcing robust regulations will serve as a deterrent, discouraging malicious actors from engaging in deepfake activities," he added.

Public education is also equally important "as raising awareness about the existence and potential harm of deepfakes equips individuals to discern authentic content from manipulated media," Mr. Gustilo said.

Deepfakes have already captured the attention of Congress, with proposed laws and potential investigations under discussion among lawmakers, he said.

"Although specific instances within the Philippines might not have garnered widespread attention, the need for a comprehensive strategy is evident," Mr. Gustilo said.

"Combating the deepfake dilemma requires a multifaceted approach, incorporating advancements in detection algorithms, the implementation of stringent legislative measures, and proactive public awareness initiatives," he added.

A memorandum from the Justice department in October said deepfakes may be categorized as violations of computer-related fraud, computer-related identity theft, or misuse of devices, which are punishable under the Cybercrime Prevention Act.

Meanwhile, House Bill No. 9425 filed last month seeks to define deepfakes and what kinds of deepfakes are deemed harmful and subject to legal consequences.

The bill defines deepfake as "any audio, visual or audio-visual recording created or altered through technical means, such as video recording, motion-picture film, sound recording, electronic image, or photograph, which are so convincing that a reasonable person would mistake it for an authentic representation of an individual's speech or conduct."

Meanwhile, it defines "harmful deepfakes" as those created without consent, for no artistic purpose and used for defamation, sexual harassment, the exploitation of children, fraud, deceptive transactions, copyright infringement, election offenses, and terrorism.

"The penalty to be imposed for offenses committed through the use of deepfake technology shall be one degree higher than those prescribed in the Revised Penal Code, as amended, and relevant special laws," the bill said.

ManageEngine's top five predictions for the enterprise IT space for 2024

By Rajesh Ganesan

TECHNOLOGICAL development is often the result of aspiring to augment the experiences of its consumers. Over the past few years, this notion has only been reaffirmed, with tech powering users through lockdowns, recessions, and other crises. The year 2023 has been a transformational year, with both existing technologies and novel innovations revolutionizing the way organizations work. In 2024, enterprises will continue to embrace further updates to technological measures that design a better digital environment for everyone.

"Although the need to implement a digital-first experience has been constant, the ways by which it can be realized vary periodically. In 2024, we believe that your organization would benefit from a unified approach of deploying new tech, focusing on demanding aspects of business, such as privacy, LLMs (large language models), and orchestration," said Rajesh Ganesan, President at ManageEngine.

Here are ManageEngine's top five predictions for trends in 2024 that will help organizations root themselves in the bedrock of this new age of work:

1. Privacy and AI governance will become top business priorities.

Although 2023 has witnessed numerous artificial intelligence (AI) guidelines across geographies, including the Philippines' National AI Strategy Roadmap, these are indicators that a further inflow of similar policies is imminent. According to an IDC report, the region leveraged its favorable regulatory environment to tap into the potential of GenAI, with two-thirds of Asia-Pacific organizations exploring potential novel applications or already investing in the technology. With AI being integrated into every aspect of business, disruptive technologies (such as deepfakes and augmented reality) threaten privacy and pose significant risks. These technologies should be placed under a keen watch for both public and private use. As an effort to ensure ethical, transparent, and fair use of technology, AI governance will become of paramount importance to businesses. We also believe that privacy will be the core of every business going forward and protecting it will become the responsibility of every individual in the organization.

2. Enterprises will be keen to adapt to purpose-built LLMs rather than general-purpose LLMs.

Ever since the advent of AI, businesses have leveraged their capabilities to fulfill predictive analysis and automate low-skill tasks. However, AI's narrow applications and its immense engineering difficulties call for AI training models that can cater to all aspects of a business. Enterprise-focused LLMs help both employees and customers alike achieve deep-nested conversations with the enterprise's offerings and align better with evolving software tools. By adapting such models, enterprises will be better able to deploy their vast amount of knowledge to address both their creative and redundant workloads. It will also empower organizations to protect their data, reduce biases in their data, and provide detailed audit reports to understand AI decisions.

3. The power of orchestration will span the entire enterprise.

In recent times, many businesses have turned to digital transformation to carry out their core functions online.

This transition has presented the challenge of fragmentation or splitting data into organizational silos and hampering the flow of information. Enterprises are likely to overcome the issue of fragmentation by harnessing the power of orchestration, which allows for the construction of interconnected digital pipelines that lead to workflow automation and streamlined operations. By adopting this user-friendly and accessible technology, organizations will be prepared to make complex tasks achievable and survive in the digital realm.

OPINION

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4. The digital-first experience will evolve to the secure digital-first experience.

Having moved on from traditional work methodologies, we will observe organizations integrate contemporary information technology (IT) management tools to provide a holistic and safe digital journey. In 2024, we believe enterprises will also adopt an identity-centric approach, ensuring that only authorized individuals are granted access and permissions, therefore safeguarding their identities and data. Going a step further, cloud infrastructure and entitlement management will be implemented to increase granular visibility and minimize threats by providing a comprehensive view of identities and entitlements across diverse cloud environments. Together, such solutions will bolster security and enable a worry-free digital experience for the end users.

5. Cyber resilience will become a strong business differentiator.

Today's technological landscape presents a series of challenges for modern companies that stunt progress. These challenges include the geopolitical climate, technological disruption, cyberthreats, competitive pressure, and many other factors, all of which could be more easily faced when strategic plans are in place. Analyst firm IDC indicated that spending on security hardware, services and software in Asia-Pacific is expected to reach $36 billion in 2023, an increase of 16.7% over the previous year. In 2024, we will see companies actively invest in such plans that bring the tools, solutions, and culture necessary to enhance their overall cyber resiliency. Consequentially, cyber resilience will emerge as a key business differentiator, enabling organizations to succeed in the complex global market.

At ManageEngine, we envision that these IT forecasts will help organizations seamlessly pace themselves with an imminent transformation in their work cultures. By staying attuned to emerging trends and technologies, organizations will be able to capitalize on opportunities and remain competitive in this ever-evolving digital ecosystem.

Rajesh Ganesan is the president at ManageEngine.

Revised freight forwarding rules for seaborne cargo due within the year

THE Department of Trade and Industry (DTI) hopes to complete revisions to the freight forwarding rules for seaborne cargo this year, which will feature a streamlined accreditation process.

On the sidelines of the public consultation for the proposed department administrative order (DAO) on Wednesday, Assistant Trade Secretary Mary Jean T. Pacheco said that the new rules will facilitate compliance with the Ease of Doing Business law.

"The DTI is committed to replace and streamline the guidelines on sea freight forwarding and make it faster and easier for new and renewing freight forwarders applicants in securing accreditation," Ms. Pacheco said.

"Under the DAO, we want to really minimize the requirements and decrease the accreditation process time," she added.

She added that the revisions could be completed within the year and be implemented next year.

"Assuming publication this year, it will still take 15 days to be effective," she said.

She said that once the DAO is implemented, the documentary re-

PAT WHELEN-UNSPLASH

quirements for freight forwarders will be reduced to five from 22 previously.

The DAO is also expected to fast-track the accreditation process for freight forwarders by reducing the processing time to one day from three.

Ms. Pacheco said that the processing time could be further reduced once the Harmonized Online Freight Forwarding Accreditation (HOFFA) with the Civil Aeronautics Board (CAB) is created.

The HOFFA system aims to create a unified application form and a single digital system for the accreditation of sea and air freight forwarders.

"We are already preparing for this with the CAB; this is also why we need to implement the DAO so that we can bridge it into that system," she said.

Under the new rules, the freight forwarders' paid-up capital and partner's contribution or equity have all been raised for all the three categories.

Once the DAO is implemented, the paid-up capital for non-vessel operating common carriers will become P5 million (from P4 million), P3 million (from P2 million) for international freight forwarders, and P1 million (from P250,000) for domestic freight forwarders.

Ms. Pacheco said that the increase is in line with the objective of the DAO which is to make the sea freight forwarders more professional.

"We are also trying to avoid the fly-by-night sea freight forwarders who have been complained about by clients," she added.

According to the DTI, there are almost 800 freight forwarding firms for seaborne cargo. — **Justine Irish D. Tabile**

From adversity to abundance: The triumph of mothers in urban gardening

The world is steadily redefining how cities are deemed. Through the transformative power of urban gardening, cities are no longer concrete jungles but vibrant oases, teeming with life greenery.

As urban gardening takes root, it allows people to rediscover the bountiful benefits of connecting with greenery, even in the heart of urban environments. Two homemakers, Lisa Alcantara and Jennie Fernandez proved just this as they completed SM Foundation's Kabalikat sa Kabuhayan's (KSK) urban gardening program.

NOURISHING THE COMMUNITY, ONE HARVEST AT A TIME

Lisa has been ingenious ever since her former company closed down due to the global economic crisis in 2007. She tried venturing into multiple side hustles and micro businesses, helping her make ends meet.

Always looking for ways to put food on the table, she learned about the basics of urban gardening years back and has become passionate about it since then.

"*Noong sumali po ako sa KSK ng SM Foundation, mas lalo ko po naintindihan kung paano ba alagaan at mas palalaguin ang bawat uri ng halaman. Natuto rin po kami kung paano po paikutin ang puhunan at kita,*" she shared, adding that she and her fellow KSK farmers can rely on their garden for their daily meals.

The program not only brought fresh produce to her table but also allowed her to give back to her roots. Collaborating with fellow community members, Lisa and her batchmates cultivated the garden at her alma mater, Sto. Cristo Elementary School beside

Some of the KSK farmers tend their urban garden in Sto. Cristo Elementary School.

SM North EDSA in Quezon City. Teachers and other staff members can harvest from the surplus vegetables, creating a cycle of generosity that echoes Liza's newfound commitment to her community.

CULTIVATING HOPE

Much like Lisa, Jennie from East Ortigas faced the challenging aftermath of her online business closure due to the pandemic.

"*Gusto ko po talagang bumalik sa pagne-negosyo na malapit sa puso ko,*" she said, seeking a sustainable and personally fulfilling venture. Through KSK's urban gardening initiative, she acquired the skills needed for cultivating vegetables in their urban community and rediscovered her entrepreneurial spirit as an urban farmer.

Together with her batchmates from the program, they envisioned establishing a cooperative to formalize their business, opening doors to new entrepreneurial opportunities and creating a sense of empowerment among the participants.