

SM leads job creation with ‘Trabaho Para sa Bayan: Job Opportunities Building Skills (J.O.B.S.)’

The quest for an empowered Filipino workforce accelerated as SM Supermalls, the Private Sector Advisory Council (PSAC), Jobstreet by SEEK, and its partners spearheaded the “Trabaho Para sa Bayan: J.O.B.S. (Job Opportunities Building Skills) Commitment Ceremony” at the SM Mall of Asia Music Hall on May 9, 2024. This initiative aims to bridge the gap between job seekers and potential employers, tackling the challenge of unemployment in the Philippines.

The ceremony, which brought together industry giants, prominent associations, and government leaders — including SM Supermalls, the Philippines’ leading mall operator; Employers Confederation of the Philippines (ECOP); Philippine Chamber of Commerce and Industry (PCCI); and Philippine Exporters Confederation (PHILEXPORT) — to host a series of job fairs and provide an online job-matching platform, signified a collaborative effort towards a common goal.

SM’s dedication to this cause is evident. “Since January, SM has hosted more than 60 job fairs nationwide, gathering around 2,000 employers, and engaging more than 35,000 applicants, with a significant number receiving on-the-spot job offers,” said SM Foundation Executive Director Deborah Sy. “SM will continue to host weekly job fairs across various SM Supermalls nationwide with the Department of Labor and Employment (DOLE) and Public Employment Service Offices (PESO) till November — in accessible and comfortable venues where companies and job seekers can find their right match.”

LEADING BRANDS SEEK TALENT

Coinciding with the commitment ceremony, a job fair was held with 44% Hired-on-the-Spot (HOTS) applicants, the highest so far in 60 job fairs. It featured a wide range of employers actively seeking talented individuals including brands like BDO Unibank, BDO Life, SM Home/Homeworld, Our Home, SM Store, SM Retail, SM Fashion, Savemore, SM Stationery, SM Supermalls, SM Supermarket, Surplus, SM Hypermarket, Sports Central, 2GO, Ace Hardware, Alfamart, Goldlocks, Kultura, Baby Company, Star Appliance Center, The Body Shop, Toy Kingdom, and Watsons.

Other companies include the 33rd Taftst, Inc. / Jollibee, Eng Bee Tin Chinese Deli, Mini Depato Corp., Polystar General Services, Inc., Green Pasture, Sosa JB Property Management Corp., Robinsons Supermarket Corp., and Specialty Food Retailers, Inc. / Rustan Group of Companies.

SM extends its commitment to job creation with a series of weekly job fairs including:

- May 15: SM City Tuguegarao
- May 25: SM City Batangas



Leading the Private Sector Advisory Council (PSAC)’s Job Opportunities Building Skills (J.O.B.S.) initiative are SM Investments Corporation (SMIC) Vice-Chairperson Teresita Sy-Coson (fifth from right), SM Foundation Executive Director Deborah Sy (fourth from left), with (from left) Philippine Chamber of Commerce and Industry (PCCI) Chairman George Barcelon, Department of Labor and Employment (DOLE) Secretary Bienvenido Laguesma, Jobstreet by SEEK Managing Director Dannah Majarocon, Special Assistant to the President for Investments and Economic Affairs Frederick Go, Magsaysay Group of Companies President Doris Magsaysay-Ho, Ayala Corporation Lead Independent Director Rizalina Mantaring, Go Negosyo Founder Joey Concepcion, Employers Confederation of the Philippines (ECOP) Vice-President Ferdinand Ferrer, and Philippine Exporters Confederation President Sergio Ortiz-Luis, Jr.



In photo are SM Investments Corporation (SMIC) Vice-Chairperson Teresita Sy-Coson (center), SM Foundation Executive Director Deborah Sy (second from right), with (from left) Philippine Exporters Confederation President Sergio Ortiz-Luis, Jr., Go Negosyo Founder Joey Concepcion, Ayala Corporation Lead Independent Director Rizalina Mantaring, Employers Confederation of the Philippines (ECOP) Vice-President Ferdinand Ferrer, Magsaysay Group of Companies President Doris Magsaysay-Ho, Philippine Chamber of Commerce and Industry (PCCI) Chairman George Barcelon, Jobstreet by SEEK Managing Director Dannah Majarocon, Special Assistant to the President for Investments and Economic Affairs Frederick Go, and Department of Labor and Employment (DOLE) Secretary Bienvenido Laguesma.



Special Assistant to the President for Investments and Economic Affairs Frederick Go

EXPANDING DIGITAL REACH

Looking beyond the physical job fairs, SM Foundation and Jobstreet by SEEK announced a digital partnership. This online platform aims to broaden the scope of job search opportunities for

Filipinos, and industry associations are collaborating to utilize it for advertising their vacancies.

SM announced its pilot upskilling initiative, focusing on digital skills. This program, with plans for future expansion, aims to train and



SM Foundation Executive Director Deborah Sy



Jobstreet by SEEK Managing Director Dannah Majarocon



Go Negosyo Founder Joey Concepcion



Department of Labor and Employment (DOLE) Secretary Bienvenido Laguesma

enhance the existing workforce, preparing them for the demands of the ever-evolving job market.

For more details on the SM Job Fairs, visit www.smsupermalls.com or follow @SMSupermalls on social media.



(L-R): Private Sector Advisory Council (PSAC) Jobs Committee Head Secretariat Josephine Romero, Philippine Constructors Association President Ronaldo Elepano, Jr., Department of Labor and Employment (DOLE) Undersecretary Carmela Torres, Magsaysay Group of Companies President Doris Magsaysay-Ho, IT & Business Process Association of the Philippines (IBPAP) Executive Director Frankie Antolin, and Employers Confederation of the Philippines (ECOP) Vice-President Ferdinand Ferrer during the panel discussion about job generation and upskilling, opportunities, and challenges



Future careers take shape at the ‘Trabaho Para sa Bayan: Job Opportunities Building Skills (J.O.B.S.)’ job fair held at the SM Mall of Asia on May 9, 2024.



A sea of job seekers connects with top brands at the recent SM Mall of Asia Job Fair.



The ceremonial commitment between SM Foundation and Jobstreet by SEEK has laid the groundwork for a digital platform catering to job seekers, complementing SM’s weekly on-ground job fairs nationwide. SM Foundation Executive Director Deborah Sy (fourth from left) and Jobstreet by SEEK Managing Director Dannah Majarocon (fourth from right) are joined by (from left) Philippine Chamber of Commerce and Industry (PCCI) Chairman George Barcelon, Department of Labor and Employment (DOLE) Secretary Bienvenido Laguesma, Special Assistant to the President for Investments and Economic Affairs Frederick Go, SM Investments Corporation (SMIC) Vice-Chairperson Teresita Sy-Coson, Go Negosyo Founder Joey Concepcion, and Philippine Exporters Confederation President Sergio Ortiz-Luis, Jr.