

Philippine Stock Exchange index (PSEi)

6,619.09

▲ 12.73 PTS.

▲ 0.19%

WEDNESDAY, JULY 31, 2024

BusinessWorld

PSEI MEMBER STOCKS

AC

Ayala Corp.

P586.50

-P6.50 -1.1%

ACEN

ACEN Corp.

P5.49

+P0.25 +4.77%

AEV

Aboltiz Equity Ventures, Inc.

P35.45

-P0.05 -0.14%

AGI

Alliance Global Group, Inc.

P8.98

+P0.08 +0.9%

ALI

Ayala Land, Inc.

P29.50

-P0.55 -1.83%

BDO

BDO Unibank, Inc.

P137.00

+P0.50 +0.37%

BLOOM

Bloomerry Resorts Corp.

P8.27

-P0.15 -1.78%

BPI

Bank of the Philippine Islands

P121.30

-P0.80 -0.66%

CNPF

Century Pacific Food, Inc.

P34.50

+P0.05 +0.15%

CNVRG

Converge ICT Solutions, Inc.

P11.54

+P0.34 +3.04%

DMC

DMCI Holdings, Inc.

P11.36

+P0.14 +1.25%

EMI

Emperador, Inc.

P18.58

-P0.02 -0.11%

GLO

Globe Telecom, Inc.

P2,152.00

+P26.00 +1.22%

GTCAP

GT Capital Holdings, Inc.

P590.00

+P14.50 +2.52%

ICT

International Container Terminal Services, Inc.

P356.00

+P3.00 +0.85%

JFC

Jollibee Foods Corp.

P230.00

+P3.00 +1.32%

JGS

JG Summit Holdings, Inc.

P27.80

+P0.70 +2.58%

LTG

LT Group, Inc.

P9.85

+P0.07 +0.72%

MBT

Metropolitan Bank & Trust Co.

P68.70

+P0.70 +1.03%

MER

Manila Electric Co.

P390.00

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MONDE

Monde Nissin Corp.

P9.17

+P0.17 +1.89%

NIKL

Nickel Asia Corp.

P3.35

+P0.05 +1.52%

PGOLD

Puregold Price Club, Inc.

P26.30

+P0.40 +1.54%

SCC

Semirara Mining and Power Corp.

P33.45

+P0.05 +0.15%

SM

SM Investments Corp.

P908.00

+P1.00 +0.11%

SMC

San Miguel Corp.

P99.85

+P3.05 +3.15%

SMPH

SM Prime Holdings, Inc.

P28.80

-P0.45 -1.54%

TEL

PLDT Inc.

P1,515.00

+P22.00 +1.47%

URC

Universal Robina Corp.

P119.00

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WLCON

Wilcon Depot, Inc.

P17.50

-P0.40 -2.23%

# PHL not ready to continue stock mart trading during typhoons — analysts

By **Revin Mikhael D. Ochave**  
*Reporter*

THE Philippines is not ready to implement continuous stock market trading during typhoons as technical adjustments are required, analysts said.

AP Securities, Inc. Research Head Alfred Benjamin R. Garcia told *BusinessWorld* in a Viber message that many things should be improved before stock market trading could continue amid inclement weather.

“Number one would be the connection speeds, and then there’s the tendency for power outages to happen during typhoons. So even if you trade from home, these two factors would present a challenge,” Mr. Garcia said.

The Philippine Stock Exchange (PSE) suspended market trading on Wednesday

last week due to heavy rains brought by Typhoon Carina (international name: Gaemi) and the southwest monsoon.

In Asia, stock markets in Shanghai and Shenzhen continue trading during inclement weather.

Hong Kong also suspends trading at the stock exchange when strong typhoon signals are hoisted in the city. Starting Sept. 23, the Hong Kong stock exchange will now continue trading amid typhoons in a bid to boost competitiveness.

“I guess it’s a bit unnecessary. Hong Kong and Shanghai implement that because they are international financial gateways. At the current level of foreign participation in our market, I don’t think the risk-reward trade-off is worth it,” Mr. Garcia said after being asked on the move of other markets.

Rizal Commercial Banking Corp. Chief Economist Michael L. Ricafort said that other processes should be au-

tomated to ensure uninterrupted trading during bad weather.

“Settlement and other transaction-related processes need to become more automated using electronic channels to minimize disruptions during inclement weather and to continue facilitating trading transactions,” Mr. Ricafort said.

“Doing so will also enable people from areas around the country and from other parts of the world that are not affected by inclement weather to continue trading,” he added.

Philstocks Financial, Inc. Research and Engagement Officer Mikhail Philippe Q. Plopenio said in a Viber message that it would be difficult for the PSE to continue trading during strong storms.

“The PSE may have difficulties in continuing trading amid typhoons as it has several dependencies on different bodies and the government. The PSE may adopt a business continuity plan

to focus on security and technology advancements which may enable remote operations,” he said.

“However, compared to Hong Kong, which is one of the top financial hubs in Asia, the PSE is one of the emerging markets in the region. Therefore, other areas could be focused on by the bourse such as enticing more companies to list and attract more foreign funds,” he added.

Mr. Garcia also noted that implementing stock market trading during bad weather would expose traders and personnel to “unnecessary risks.”

“Having traders and backroom personnel report to the office during extreme weather exposes them to unnecessary risk. This is especially evident (last week) where we saw major thoroughfares flooded, and our train network is insufficient to service all areas,” he said.

*BusinessWorld* sought the PSE’s comment on the matter but has yet to respond.

## Coming soon: More Coffee Bean cafés in SM Stores

SM INVESTMENTS CORP. (SMIC) is looking to open 53 more Coffee Bean & Tea Leaf (CBTL) branches in SM Stores by 2026.

In a statement, SMIC said there are currently 25 CBTL cafés located within 25 SM Stores around the country. It plans to roll out 53 more CBTL branches within SM Stores, bringing the total to 78 cafés by 2026.

The first CBTL branch for SM Store was opened at SM North EDSA in Quezon City in December 2022.

“Our decision to introduce coffee shops within SM Stores is driven by our customers’ desire for enhanced shopping experiences. We aim to provide a welcoming environment where customers can relax and enjoy themselves,” SM Store Executive Vice-President Dhinno Francis S. Tiu said.

“CBTL has committed to opening cafés in SM Stores based on their global reputation for exceptional customer service. We choose partners who align with our commitment to enhancing customer experience,” he added.

Mr. Tiu said the move to integrate cafés into retail spaces is a well-established practice among international brands, offering a communal experience.

“Enhancing customer experience is pivotal in retaining and attracting customers. The cafés will serve as spots for customers to recharge during shopping or as meeting places for friends and family,” Mr. Tiu said.

SM Store said that CBTL will also offer discounts to SMAC holders. — **Revin Mikhael D. Ochave**

## SM Prime says collaboration needed to boost disaster resiliency

SM PRIME Executive Committee Chairman Hans T. Sy said the government and private sector need to work together in boosting the country’s disaster resiliency and climate adaptation efforts.

“Resilience is not just a word, it is a way of life. It is a commitment to ensure that we act on our responsibility to care for others and that no one is left behind,” Mr. Sy said in a statement.

According to Mr. Sy, climate adaptation and resilience are vital to thriving amid damage and losses caused by cli-

mate change, adding that disaster risk reduction is one of the SM Prime’s core business strategies.

With this, he said that SM has allocated a “significant portion” of its capital expenditure to incorporate resiliency and sustainability in its infrastructure designs.

Mr. Sy, an engineer, said he remains passionate about constructing well-designed structures that are efficient, strong, and resilient.

Meanwhile, SM Prime said its mall unit SM Supermalls, is implementing

initiatives to mitigate flood risks in their communities.

Liza B. Silerio, SM Supermalls head for corporate compliance and sustainability, said there are over 25 rainwater catchment basins across the company’s malls.

The rainwater reservoirs have a total capacity of 85,272 cubic meters, collecting floodwaters and protecting nearby communities.

“We’ve seen firsthand how our catchment basins have spared communities

around our malls from severe flooding during typhoons like Carina. This validates our commitment to investing in sustainable and resilient infrastructure,” she said.

Ms. Silerio said SM malls under construction have facilities and structures that consider natural hazards to protect nearby communities.

On Wednesday, SM Prime shares retreated by 1.54% or 45 centavos to P28.80 per share. — **Revin Mikhael D. Ochave**

### OPINION

## Every day is sustainability day: The new normal for retail business

The retail landscape, once dominated by an incessant focus on maximizing profit margins, is undergoing a necessary shift. Consumers are increasingly demanding sustainable practices from the brands they support, and environmental consciousness is no longer a fad but a vital business consideration. This necessitates a paradigm shift — everyday operations, not just designated “green campaigns,” need to be grounded in sustainability principles.

And there are compelling reasons for retail businesses and mall operators to embrace everyday sustainability:

- **Environmental Responsibility:** The retail industry contributes significantly to environmental concerns. Energy consumption from lighting, cooling, and operations generates substantial carbon footprints. Additionally, packaging waste and product transportation have detrimental effects. Implementing everyday sustainable practices helps mitigate these concerns, contributing to a healthier planet.
- **Customer Demand:** Today’s consumers are environmentally conscious and prioritize brands that align with their values. Studies show a growing willingness to pay a premium for sustainable products and services. By adopting everyday sustainability measures, businesses can cater to this growing segment and gain a competitive edge.
- **Cost Reduction:** Sustainable practices often lead to operational efficiencies.

### SHARED VALUES RON F. JABAL

Energy-saving measures, waste reduction strategies, and responsible sourcing can contribute to significant cost savings in the long run. This creates a win-win situation for both the environment and the company’s bottom line.

- **Enhanced Brand Image:** Implementing everyday sustainability initiatives fosters a positive brand image. Consumers perceive eco-conscious companies as responsible and trustworthy. This reputation translates to increased brand loyalty and customer advocacy.

In the Philippines, there is one retail giant that is leading the industry towards a more sustainable way of life for every Filipino, i.e., SM.

For Filipinos, SM Store is an experience etched into the consciousness of everyday life. From the bustling streets of Manila to the remote corners of the archipelago, SM Store has been shaping consumer habits, influencing preferences, and impacting daily routines for millions. But beyond its undeniable commercial presence, it has also demonstrably impacted Filipino lives through its SM Green Finds program, fostering a more environmentally conscious society.

SM Store’s omnipresence is undeniable — provides Filipinos with a one-stop shop for everything from clothing

to personal care to school supplies and much more. These SM Stores serve as the quintessential source for everyday essentials for every member of the family.

With its scale and reach, the company has implemented a green retail initiative, SM Green Finds, to provide Filipinos access to sustainable items and help its customers pivot to a greener lifestyle.

Sustainable products are displayed and well-appointed in the various selling pads across the different sections of the Store. The Green Finds badge is attached to products that are sustainably sourced and made from eco-friendly materials. These products bearing the Green Finds badge may have gone through a green technology or have been locally manufactured by social enterprises.

As a marketplace for green finds, located in strategic store locations across the Philippines, and its brand of customer service, the SM Store has, indeed, become an integral part of a greener lifestyle for many Filipinos.

From sustainable fashion to clean beauty products, and eco-friendly home essentials, SM Store ensures that customers can find everything they need to adopt a greener lifestyle under one roof.

Recognizing the importance of having a green option for its customers, there is a dedicated Green Finds display area embedded in each section of the SM Store.

Thus, the SM Store’s new brand story anchored on the messaging and frame — Everyday Store — is very apt

in the ever-changing retail landscape in the Philippines.

Essentially, SM Store is a Filipino staple — an everyday store — and part of the Filipino family’s daily purchase decisions. Evidently, the success and legacy of SM Store as an everyday store lies in its ability to provide a wide range of products, strategic accessibility with over 80 branches nationwide, and customer-centric services. It has seamlessly integrated itself into the daily lives of Filipinos, making shopping a convenient and enjoyable experience. Whether you are looking for the latest fashion, home essentials, personal care products, and other daily essentials, the SM Store has it all for you.

Beyond providing a platform for shopping, SM has also significantly impacted Filipino consumer behavior. They’ve introduced Filipinos to new trends and now to a new way of life — a greener and more intentional lifestyle.

SM also plays a significant role in supporting local businesses. Through partnerships with Filipino suppliers and social enterprises — they offer a platform for locally sourced products, promoting sustainable practices and supporting rural communities. This focus on local sourcing reduces the environmental impact of transportation and strengthens the domestic economy.

**A CATALYST FOR CHANGE**

Beyond its immediate impact, SM serves as a catalyst for change. Their

commitment to sustainability sends a powerful message to Filipinos, normalizing eco-conscious practices and paving the way for a more sustainable future. By showcasing sustainable alternatives and demonstrating the economic viability of sustainable practices, SM educates and empowers Filipinos to make environmentally responsible choices.

Arguably, SM’s impact on Filipinos transcends mere commerce. The company has become an integral part of the daily experience, shaping consumer behavior and influencing preferences. But, more importantly, SM champions sustainability through its various initiatives. These practices empower Filipinos to make eco-conscious choices, influencing their approach to consumption and waste management. In essence, SM has woven the threads of sustainability as part of daily lives of every Filipino, paving the way for a greener future. As SM continues to evolve, one can only hope that their commitment to environmental responsibility continues to be a cornerstone of their success, inspiring a more sustainable future for the Philippines.

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DR. RON F. JABAL, APR, is the CEO of PAGEONE Group ([www.pageonegroup.ph](http://www.pageonegroup.ph)) and founder of Advocacy Partners Asia ([www.advocacy.ph](http://www.advocacy.ph)). [ron.jabal@pageone.ph](mailto:ron.jabal@pageone.ph) [rjabal@gmail.com](mailto:rjabal@gmail.com)

