

Vivant eyes 2025 launch for Cebu desalination plant

VIVANT WATER, the water infrastructure unit of Cebu-based conglomerate Vivant Corp., is targeting to complete the testing and commissioning of its desalination plant in Cordova, Cebu, between March and April.

“This year, what we’re very excited about is the commissioning of the desalination plant in Cebu. That’s the first utility-scale seawater desalination plant in the country,” Vivant Chief Executive Officer Arlo Angelo G. Sarmiento told reporters last week.

Once completed, the desalination plant is expected to generate up to 20 million liters per day (MLD) of potable water in its first phase, serving the average daily consumption of 20,000 house-

holds. A desalination plant works by removing salt and other impurities from seawater to produce freshwater, making it suitable for potable use.

Vivant Water President Jess Anthony Garcia said the project cost to build the facility is close to P2 billion.

“We expect to begin official commercial operations this year,” he said.

Isla Mactan-Cordova Corp., a wholly owned subsidiary of Vivant Hydrocore Holdings, Inc., operating under the brand name Vivant Water, oversees the project. Vivant Hydrocore is a wholly owned subsidiary of Vivant Infracore Holdings, Inc., the holding company for Vivant’s water-related investments.

Mr. Garcia noted that there is still a “large shortage” of potable water in Metro Cebu, with total demand reaching about 500 to 600 million liters per day, while supply ranges from 100 to 250 MLD, dropping below 200 MLD during the dry season. “So there’s really a huge shortage,” he said.

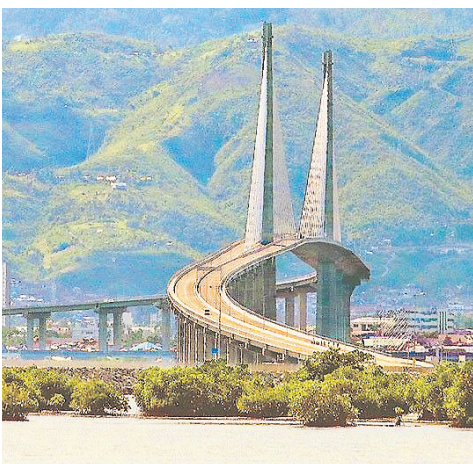
In 2021, Vivant Hydrocore was awarded a 25-year contract by the Metropolitan Cebu Water District (MCWD) to build a utility-scale desalination plant to augment MCWD’s bulk water supply. Development activities for the plant started in 2022.

Regarding expansion plans, Mr. Garcia indicated that the desalination plant’s capacity could potentially ex-

pand to up to 50 MLD depending on the area’s needs.

For 2025, the company has earmarked a P4.5-billion budget, focusing primarily on renewable energy projects such as solar and wind power developments. It plans to roll out solar power projects with a total capacity of 115 megawatts (MW) and a 200-MW wind power project in Samar.

Vivant has investments in various companies engaged in electric power generation and distribution, as well as the retail electricity business. The company has also entered the water industry, with a diversified portfolio in bulk water supply, wastewater treatment, and water distribution. — **Sheldeen Joy Talavera**



THE FREEMAN

THE 8.9-KILOMETER Cebu-Cordova Link Expressway



KIA PHILIPPINES

Kia PHL targets 12,500 units sold this year

KIA PHILIPPINES (KP Motors Corp.) is targeting 12,500 car sales this year, according to its chief operating officer (COO).

“We are aiming to hit 12,500 cars this year, which represents an 86% growth from the nearly 7,000 units we sold last year,” said Brian James Buendia, COO of Kia Philippines, during the launch of the new Sorento on Thursday.

“It is aspirational, and we already have the formula in place. Last year, we achieved a 33% growth despite facing some supply challenges. Now, as we ramp up our Sonet supply and introduce new models, I believe it is achievable,” he added.

Kia Philippines ranked as the tenth top-selling brand, according to a joint report by the Chamber of Automotive Manufacturers of the Philippines, Inc. (CAMPI) and the Truck Manufacturers Association (TMA).

In 2024, Kia Philippines sold 6,692 units, marking a 33% increase from the 5,033 units sold in 2023, representing a 1.43% market share.

“We finished the year at 1.4%, but in the last six months of 2023, we were already achieving a 1.7% to 1.8% market share. For this year, with a full year of Kia Sonet sales, we expect to increase our market share to at least 2.1% to 2.5%,” Mr. Buendia said.

Mr. Buendia noted that the Kia Sonet and the newly launched Sorento Turbo Hybrid will drive sales growth this year.

On Thursday, Kia Philippines, a subsidiary of Mobility, launched the Sorento Turbo Hybrid, available in three variants: EX Turbo Hybrid FWD, EX+ Turbo Hybrid FWD, and SX Turbo Hybrid AWD, with prices ranging from P2.188 million to P2.888 million.

For 2025, Mr. Buendia said Kia Philippines is aiming to sell 1,500 to 2,000 units of the Sorento Turbo Hybrid.

“The growth this year will be supported by the Sorento, as well as the Sonet. The Sonet will have full-year exposure this year, unlike last year, when we sold nearly 7,000 units but for only half the year. It was our best-seller,” he said.

“We will have the Sonet available for the entire year, which will definitely help drive our numbers, along with the Sorento and our new hybrid lineup for the Carnival,” he added.

In addition to the Sorento launched on Thursday, Mr. Buendia mentioned that Kia is exploring other models tailored to the Philippine market.

“It’s easy to bring cars here, but now we are learning to study the market first before introducing new models. We already have a few models for testing that I cannot yet reveal,” he said.

“If those cars show positive results in our research, we’ll definitely bring them in. We are always open to opportunities and aim to align the entire Kia lineup with the electrification of AC mobility,” he added.

In addition to new models, Mr. Buendia said Kia is focusing on the quality of its 40 dealerships to support sales growth.

“If you visit Kia dealerships now, you’ll see they have adopted the new Kia store image, complete with the new logo. This started in 2022, and we’re now at around 70% of our Kia dealers using the new corporate logo,” he said.

“Along with that, we’re implementing new customer experience training across all dealerships, focusing on end-to-end customer engagement. We believe this will be a significant driver of our growth,” he added.

Kia offers a wide range of vehicles, including internal combustion engine (ICE), hybrid, and fully electric vehicles (EVs). However, Mr. Buendia said that ICE vehicles will remain the main growth driver for 2025.

“For 2025, we expect ICE vehicles to continue leading our growth. Our ICE offerings cater to the lower segment, including subcompact SUVs (sports utility vehicles) like the Kia Sonet,” he said.

“While our electrified models, such as hybrids and EVs, are currently positioned in the premium segment, the ICE models will still dominate sales,” he added.

Specifically, he said ICE models are expected to account for 70-75% of the company’s sales in 2025. — **Justine Irish D. Tabile**



Power Maintenance Updates

by **MERALCO ADVISORY**

The following are scheduled power interruptions necessary for the regular maintenance and upgrade of our power distribution facilities, to ensure the delivery of safe and reliable electricity to your areas. Rest assured that Meralco is doing everything to quickly restore your electricity according to schedule.

SUNDAY, FEBRUARY 9, 2025

RIZAL PROVINCE (RODRIGUEZ)

BETWEEN 12:30AM AND 2:30AM – PORTIONS OF CIRCUIT SAN MATEO 414SMA

Portion of Daang Bakal St. from near Kristal-G Ristorante to and including Torres – Leal Subd., Carlton Village Subd., Rosa Verde Subd., Espiritu Subd., Marcela Subd., St. Benedict Compound, Angeles Compound, Balikatin Subd., Mountainview Compound, Community Village, Diaz Subd. and Most Holy Rosary Coop Village Phase 1; Balicatan and Bulubok Sts. in Bgys. Balite, Manggahan and Geronimo.

Portion of Daang Hari St. near Daang Bakal St. in Bgy. Manggahan.

REASON: Line reconstruction work along Daang Hari St. near Daang Bakal St. in Bgys. Balite and Manggahan in Rodriguez, Rizal Province.

RIZAL PROVINCE (RODRIGUEZ AND SAN MATEO)

BETWEEN 9:00AM AND 9:30AM AND THEN BETWEEN 1:30PM AND 2:00PM – PORTIONS OF CIRCUIT SAN MATEO 414SMA

Portion of A. Mabini St. from Rodriguez (Montalban) Welcome Arch to Alberto St. including Gold Riverville Subd., C. A. Mountain View Villas II Subd., Pia Paula Homes and San Agustin Compound; and portion of Alberto Compound and Alberto Subd. in Bgy. Burgos, Rodriguez.

Portion of A. Mabini St. from Montaña Drive to and including XRC Square - Montaña in Bgy. Burgos, Rodriguez.

Portion of Montaña Drive from A. Mabini St. to and including Metro Royale Subd. Phases 1, 1-B, 2 & 3, Montavilla Subd. Phases I & II, Metro Montaña Subd. Phases 1 & 2 and King David Subd.; portion of Baltazar Compound; and The Church of Jesus Christ of Latter-day Saints in Bgy. Burgos, Rodriguez.

Portion of Daang Tubo St. from Sierra Madre St. to Metro Royale Homes in Bgy. Burgos, Rodriguez.

BETWEEN 9:00AM AND 2:00PM – PORTION OF CIRCUIT SAN MATEO 414SMA

Portion of A. Mabini St. from Alberto St. to near The Generics Pharmacy (TGP) including Celina Homes Phase 4, Marigold Subd. Phases 1 & 2, Emmaus Compound and Pahati Compound; Mayon Drive and Montaña Drive in Metro Montaña Subd. Phase 1; portion of Alberto Compound; and Murphy and Roxas Sts. in Bgy. Burgos, Rodriguez.

Portion of GSIS Road and Daang Bakal St. from Maly – Maarang Road in Bgy. Maly, San Mateo to near I Love Bentea Store in Bgy. Burgos, Rodriguez.

Portion of Maly – Maarang Road from GSIS Road to near Apolonia Resort Hotel including Sorrento Village Phase 1, Agustin Compound, Bendia Model Homes Subd., Manahan Compound and Netra Compound in Bgy. Maly, San Mateo; Sorrento Village Phases 1 & 2, Alberto Subd. and Manahan Compound; and portion of Santa Maria Compound and Baltazar Compound in Bgy. Burgos, Rodriguez.

Portion of Daang Tubo St. near Maly – Maarang Road in Bgy. Maly, San Mateo; and Bgy. Burgos, Rodriguez.

REASON: Replacement and installation of poles, and line reconducting and reconstruction work along A. Mabini St. in Bgy. Burgos, Rodriguez, Rizal Province.

BULACAN (PLARIDEL)

BETWEEN 10:00AM AND 2:00PM – PORTION OF CIRCUIT MALOLOS 34YV

Portion of Ma. Lourdes Drive from Sitio Libis to and including Manila Memorial Park; Sta. Maria, Sta. Veronica, Sto. Rosario, Sta. Catalina, Sta. Isabel, Sta. Ignacia and Sta. Ana Sts. in Ma. Lourdes Subd., Bgy. Tabang.

REASON: Replacement of pole along Ma. Lourdes Drive in Ma. Lourdes Subd., Bgy. Tabang, Plaridel, Bulacan.

MONDAY, FEBRUARY 10, 2025

QUEZON CITY (CULIAT)

BETWEEN 10:00AM AND 3:00PM – PORTIONS OF CIRCUIT DILIMAN 43VU

Portion of Pura Villanueva Kalaw St. from Teodoro M. Kalaw St. to and including Tyrone, Teddy III, Maria Eva, Salvi and Maria Manguiat Sts. in Tierra Pura Subd.

REASON: Upgrading of facilities along Salvi St. in Tierra Pura Subd., Bgy. Culiat, Quezon City.

TUESDAY, FEBRUARY 11, 2025

LAGUNA (CALAMBA CITY)

BETWEEN 10:00AM AND 3:00PM – PORTION OF CIRCUIT CANLUBANG 45XE

Portion of Putting Lupa Road from near South Luzon Expressway (SLEX) to and including Makiling Hills Subd., Ridgemont South Subd., Woodlands Subd., and Terraza De Lorena Residences; and Ayala Greenfield Estates – Golf & Leisure Club in Bgys. Makiling, Maunong and Putting Lupa.

REASON: Relocation of facilities in Bgy. Makiling, Calamba City, Laguna.

THURSDAY, FEBRUARY 13, 2025

QUEZON CITY (BALARA AND BATASAN)

BETWEEN 9:00AM AND 9:30AM – PORTION OF CIRCUIT DILIMAN 43VU

Portion of Vicente Ave. from near T. F. Valencia St. to and including Emerald Royale Subd.; and Josefa St. in North Susana Executive Village, Bgy. Old Balara, Balara.

BETWEEN 9:40AM AND 10:10AM – PORTION OF CIRCUIT DILIMAN 43VU

Portion of Cabildo St. from Aduana St. to Lacor Royale St. including Agustin, Luzon, Magallanes and San Jose Sts. in New Intramuros Village, Bgy. Old Balara, Balara.

BETWEEN 10:40AM AND 11:10AM – PORTION OF CIRCUIT DILIMAN 43VU

Portion of Don Gregorio St. from Don Victorino St. to and including Don Vicente St. in Don Antonio Heights Subd., Bgy. Holy Spirit, Batasan.

BETWEEN 11:20AM AND 11:50AM – PORTION OF CIRCUIT DILIMAN 43VU

Along Don Omero St. from near Don Primitivo St. to and including Eagle Ice and Omero Printgraphix Inc. in Don Antonio Heights Subd., Bgy. Holy Spirit, Batasan.

BETWEEN 12:00NN AND 12:30PM – PORTION OF CIRCUIT DILIMAN 43VU

Portion of Don Primitivo St. from Don Omero St. to Don Faustino St. including Kasiyahan Subd.; and Don Matias St. in Don Antonio Heights Subd., Bgy. Holy Spirit, Batasan.

REASON: Line reconstruction work in Bgys. Old Balara and Holy Spirit in Quezon City.

THURSDAY TO FRIDAY, FEBRUARY 13 – 14, 2025

LAGUNA (CALAMBA CITY)

BETWEEN 11:30PM (THU., 02/13/25) AND 4:30AM (FRI., 02/14/25) – PORTION OF CIRCUIT CANLUBANG 55XE

Portion of San Jose Road from Bigasan Sa San Jose to San Juan Road in Bgys. San Jose and San Juan.

Portion of San Juan and Lingga Roads from Kituyz’ Food Hub to and including Sitio Ronggot, L. E. Village Subd., St. Paul Subd., Villanueva Subd., Cardinal Village Subd., Dorfa Regina Ville Subd. Phases 1 & 2, Family Village Subd., Lino Habacan Village, Pulong Kendi, Sitio Cordillera and Alberto Subd.; Bagong Silang, Mt. Apo, Mt. Arayat, Mt. Banahaw, Mt. Halcon, Mt. Kanlaon, Mt. Makiling, Mt. Mayon, Mt. Pinatubo, Mt. Sierra Madre, Mt. Taal, Riverside, Caballero, Dama De Noche, Ilang-Ilang, Sampaguita, Santan and St. Catherine Sts.; Calamba Bayside Integrated School, Lingga Elementary School and Palington Elementary School in Bgys. San Juan, San Jose, Sampiruhan, Lingga, Palington and Lecheria.

REASON: Replacement and installation of facilities, and line reconducting work in Bgys. San Jose and San Juan in Calamba City, Laguna.

SATURDAY TO MONDAY, FEBRUARY 15 – 16, 2025

CAVITE (DASMARINAS CITY; GEN. TRIAS CITY; AND IMUS CITY)

BETWEEN 11:00PM AND 11:59PM (SAT., 02/15/25) AND THEN BETWEEN 12:01AM AND 1:00AM (MON., 02/17/25) – THE WHOLE OF CIRCUITS ABUBOT 37XZ, 38XZ AND 39XZ

Portion of Gen. Emilio Aguinaldo Highway from Salitran – Salawag Road to and including Eurotiles; Southfields Executive Village, South Plains Executive Village, Arcotica Subd., San Lorenzo Village, Don Gregorio Heights Subd., Villa Remedios Subd., Fiesta South Homes Subd., Amaris Homes Dasma Subd., Crescent Hills Village, Villa Catalina Subd., Dasmariñas Executive Village, Southwood Villas, Via Verde Subd., Villa Luisa Subd., Mandarin Homes 3 and Metropolitan Homes; Magsaysay Institute of Shipping and Catimbuhan Rice Mill in Bgys. Bural, Salitran 2, Sampaloc 1, San Agustin 1, 2 and 3 in Dasmariñas City.

Along Salitran – Salawag Road from Gen. Emilio Aguinaldo Highway to and including UPECHO Housing Project, Raintree Prime Residences Subd., Raintree West Subd., The Orchard Subd., The Green Meadows Subd., Andreaville Executive Home Subd., Garden Grove Subd., Mango Ville Subd., Crest Subd., Sunny Crest Village, Cresta Bonita Subd., Summerwind Village, Garden Grove I & II Subds. and South Meridian Homes; and The Orchard Golf & Country Club in Bgys. Salitran and Salawag in Dasmariñas City.

Portion of Governor’s Drive from Gen. Emilio Aguinaldo Highway to Governor Ferrer Drive in Bgy. Langkaan, Dasmariñas City.

Portion of Langkaan Road from Governor’s Drive to and including Bgy. Langkaan II, Dasmariñas City; Villa Elena, Pamela Homes, Woodtown Residences Subd., Westwood Highlands Subd., Village Park Subd., Cedar Wood Residences Subd., Woodtown Residences Subd. and West Beverly Hills Subd. in Bgy. Langkaan, Dasmariñas City.

Portion of Gov. Ferrer Drive from Governor’s Drive to near Gen. Trias National Road including Heneral Uno Subd., Meridian Place Subd., Kaia Homes and Paseo Heneral Dos Subd.; Sitio Bagong Kalsada and Sitio Kaynituhan in Bgys. Pinagtipunan, Tapia, Pasong Kawayan 1 & 2, Buenavista I - III, Manggahan, Pasong Kawayan I & II and San Francisco in Gen. Trias City; Portion of Gov. D. Mangubat Ave. (Pasong Lawin Road) and South Congressional Road (DBB Highway) from Gen. Emilio Aguinaldo Highway to and including Victoria Reyes Property Subd., Tierra Verde Residences Subd., Hauskon Homes La Salle Subd., Student Village, Villa Isabel Village, Manuelaville Subd., Dexterville Royale Subd., Summerwind IV Subd. and Southcrest Village; and Southern Luzon College of Business; Bgys. Sta. Fe, Sta. Cristina I & II, San Simon, San Rogue, San Francisco I & II, Bural Main, Bural I - III, San Andres I & II, Pag-asa, San Mateo, San Nicolas I & II, Fatima I and Luzviminda II in Dasmariñas City.

BETWEEN 12:01AM AND 1:00AM AND THEN BETWEEN 11:00PM AND 11:59PM (SUN., 02/16/25) – PORTION OF CIRCUIT DASMARINAS 64DM – ABUBOT 61/62XZ – VERMOSA 61/62VES - SMC YAMAMURA

San Miguel Corp. – Yamamura in Bgy. Anabu II-F, Imus City.

REASON: Maintenance work inside Meralco – Abubot substation.

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