

Brands told to counter AI-fueled misinformation

By **Beatriz Marie D. Cruz**
Reporter

PHILIPPINE COMPANIES must strengthen efforts to combat online misinformation and disinformation, as the rise of artificial intelligence (AI) makes it easier to spread false narratives that could damage brand reputation, erode public trust, and hinder business growth, according to consumer intelligence firm Meltwater.

“The scale of media consumption in a country like the Philippines is much higher, so the spread of misinformation and disinformation is also at multiple levels of scale,” Ramnath Bojeesh, senior regional director for enterprise sales (SAPAC) at Meltwater, said in a virtual interview with *BusinessWorld*.

The rise of AI and large language models has made it easier to spread false narratives about a company, he said, noting their risks to brand reputation and public awareness.

“[If misinformation and disinformation are not addressed,] online users will



PHILIPPINE STARTUP PHOTO/AL ROSALES

naturally be split between whether the content they’re consuming is right or wrong,” Mr. Bojeesh said.

“This causes chaos, and would probably hamper the growth of a brand, a company, or the country as a whole.”

Even the country’s tycoons have been victims of AI-generated disinformation.

Earlier this year, San Miguel Corp. Chairman and Chief Executive Officer Ramon S. Ang and International Container Terminal Services, Inc. Chairman and President Enrique K. Razon, Jr. warned about fake advertisements that used their names and images to promote fraudulent investment schemes.



PHILIPPINE INFORMATION AGENCY

Asialink, Kredit Hero team up to boost MSME financing

ASIALINK FINANCE Corp. has partnered with artificial intelligence (AI) lending marketplace Kredit Hero to increase access to financing for micro, small, and medium enterprises (MSMEs), particularly those in areas outside urban centers.

“This partnership is a pivotal step in our digital transformation journey because we believe MSMEs deserve the same seamless and efficient experience as large-scale borrowers,” Asialink President and Chief Executive Officer (CEO) Samuel Z. Cariño said in a statement on Monday.

“With Kredit Hero’s AI platform, we can break down longstanding barriers in the lending process, making financing faster, smarter, and more accessible,” he added.

Under the partnership, Asialink will gain access to Kredit Hero’s pre-screened loan applicants on the platform.

“A dedicated dashboard enables the company to efficiently manage and prioritize leads based on borrower profiles and financial needs,” the company said.

Meanwhile, Kredit Hero users will be able to explore

and apply for Asialink’s loan products.

“Kredit Hero is built to remove friction in the lending process. By using AI to match quality leads with lenders like Asialink Finance Corp., we’re making it easier for SMEs with hard assets to get the financing they need, quickly and at scale,” Kredit Hero Founder and CEO Scott Moore said.

The partnership is part of Asialink’s push to expand its reach to underserved sectors through diversified product offerings.

In April, the company also partnered with Cebu-based digital vehicle marketplace Auto-HousePH to boost access to auto financing.

Mr. Cariño previously said Asialink aims to disburse P24 billion in loans this year, while net income is projected to reach P2 billion from P1.1 billion in 2024.

Asialink hopes to conduct an initial public offering by 2028.

The company secured a P4-billion strategic investment from Malaysian equity firm Creador in February last year. — **Aaron Michael C. Sy**

Startups must strengthen governance, Kickstart says

PHILIPPINE STARTUPS need to adopt strong governance practices to build trust, attract funding, and withstand market and geopolitical headwinds, corporate venture capital (VC) firm Kickstart Ventures, Inc. said, noting that accountability and transparency are as vital in early-stage firms as in mature ones.

“Good governance is a key indicator of stability, especially in a climate where investors are more cautious,” Jecky Pelaez, partner for legal and compliance at Kickstart Ventures, said in a statement.

“Startups that embrace good governance are better positioned to build trust, attract funding, and scale sustainably.”

Kickstart cited the Philippines’ full-year 2024 gross domestic product of 5.6%, the second fastest in the ASEAN (Association of Southeast Asian Nations) region.

“These numbers signal growth opportunities that, if further supported by sound governance, can enhance local and regional investor confidence,” Kickstart said.

“Thus, Kickstart renews its calls for stronger good governance practices to startups and VCs alike; they must make it a shared responsibility and strategic imperative to maintain trust and secure long-term growth,” it said.

However, the VC firm noted that ongoing geopolitical instabilities are aggravating funding gaps in Southeast Asia’s startup ecosystem. Likewise, several startups in the region face cases of mismanagement and financial misconduct, making investors “increasingly cautious,” it added.



GREATWORKGLOBAL.COM

Practicing good governance would help startups build a strong foundation to thrive amid challenging market conditions, Mr. Pelaez said.

“Good governance isn’t just about compliance; it’s about being proactive participants, building trust, staying transparent, and growing the right way,” he added.

Kickstart conducts due diligence checklists on its portfolio of startups before investing to ensure that they are well-equipped and committed to sustaining growth, it said.

Likewise, the VC firm’s post-investment support ensures that startups maintain their growth by providing strategic oversight.

“Coupled with the protocols and checklists are the efforts to foster and nurture trust between VCs and the people they work with. Altogether, this balanced approach helps ensure operational efficiency and continued profitability,” it said.

Kickstart Ventures is a wholly owned subsidiary of Globe Telecom, Inc. — **Beatriz Marie D. Cruz**

Career Opportunity in **BREWED BYTE INFORMATION TECHNOLOGY INC.**

Position: Multilingual Trainer

3 Vacancy

Job Description:
-Creating and adapting training materials, presentations, and resources in two languages.
-Delivering training sessions in both languages, ensuring clear and accurate communication.
-Monitoring and evaluating the effectiveness of training programs through feedback and assessments.
-Staying up to date with industry trends and best practices to incorporate into training programs.

Qualification:
-At least 5 years experience as Multilingual Trainer
-Fluently speaks Multiple languages.
-Strong leadership abilities, excellent communication and interpersonal skills, organizational skills and attention to details.

Application may be sent to: **Ms. Sheryl Cumawas**
Corporate Secretary
paramounapril@gmail.com/paramountvisaofficer@gmail.com

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION			
COMPANY NAME: BREWED BYTE INFORMATION TECHNOLOGY INC. Address: Ground Flr., Paramount Bldg., Rainbow Drive, Goodwill 2 B.F. Homes, Parañaque City Nature of Business: IT Services	Name: HUANG JINKUN Address: 4368C Librada Avelino St., Bayview Village Tambo Parañaque City Nationality: Chinese Intended Period of Employment: Three (3) years	Name: CHEN CONGSHAN Address: Unit 677 9th Flr., Cordova Tower Sumulong Highway Marikina City Nationality: Chinese Intended Period of Employment: Three (3) years	Name: LEE HO YOUN Address: # 305 GDLF JKL. BLDG., 5385 General Luna Cor., Don Pedro St., Makati City Nationality: Korean Intended Period of Employment: Three (3) years	
	BREWED BYTE INFORMATION TECHNOLOGY INC. hereby declares that Mr. HUANG JINKUN, Mr. CHEN CONGSHAN, and Mr. LEE HO YOUN foreign nationals are able, willing, and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign nationals and apply for an Alien Employment Permit with the Department of Labor and Employment-National Capital Region located at 967 Maligaya Street, Malate, Manila .			

Career Opportunity in **BREWED BYTE INFORMATION TECHNOLOGY INC.**

Position: Chinese IT Support Specialist

5 Vacancy

Job Description:
-Responding to and resolving technical inquiries from staff members
-Managing and maintaining user accounts, permissions, and access controls.
-Monitoring system performance and ensuring security protocols are in place.

Qualification:
-At least 5 years experience as IT Support Specialist
-Fluently writes and speaks Chinese and English language.
-Strong leadership abilities, excellent communication and interpersonal skills, problem-solving skills, organizational skills.

Application may be sent to: **Ms. Sheryl Cumawas**
Corporate Secretary
paramounapril@gmail.com/paramountvisaofficer@gmail.com

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION			
COMPANY NAME: BREWED BYTE INFORMATION TECHNOLOGY INC. Address: Ground Flr., Paramount Bldg., Rainbow Drive, Goodwill 2 B.F. Homes, Parañaque City Nature of Business: IT Services	Name: LIU ZHENHAN Address: Unit #907 Howard Tower Caloocan City Nationality: Chinese Intended Period of Employment: Three (3) years	Name: LIU FUQIANG Address: Unit 24 B Oxford Parksuites Benavidez St., Cor. La Torre St., Cor. Masangkay St., Brgy. 1242 Tondo Manila Nationality: Chinese Intended Period of Employment: Three (3) years	Name: LIU YANYANG Address: Unit 24B Oxford Parksuites Ebnavidez St., Cor. La Torre St., Cor. Masangkay St., Brgy. 1242 Tondo Manila Nationality: Chinese Intended Period of Employment: Three (3) years	
	Name: ZHOU JIAJI Address: Room 451 Vito Cruz Brgy., 719 Malate Manila City Nationality: Chinese Intended Period of Employment: Three (3) years	Name: CHEN ACHIANG Address: Unit 24B Oxford Parksuites Ebnavidez St., Cor. La Torre St., Cor. Masangkay St., Brgy. 1242 Tondo Manila Nationality: Chinese Intended Period of Employment: Three (3) years		
BREWED BYTE INFORMATION TECHNOLOGY INC. hereby declares that Ms. LIU ZHENHAN, Ms. ZHOU JIAJI, Mr. LIU FUQIANG, Mr. CHEN ACHIANG and Ms. LIU YANYANG are able, willing, and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign nationals and apply for an Alien Employment Permit with the Department of Labor and Employment-National Capital Region located at 967 Maligaya Street, Malate, Manila .				

Career Opportunity in **HSBC – Electronic Data Processing (Philippines) Inc.**

2 Vacancies

Company Name: HSBC – Electronic Data Processing (Philippines) Inc.
Address: Building C-1, UP Ayala Technohub, Commonwealth Avenue, Diliman, Quezon City
Nature of Business: Financial Intermediation

Contact details of the Company: Monna Angelica Basilio | monna.mariano.basilio@hsbc.com.ph

Job Position: AVP Pricing

Job Description:
- Deliver fair outcomes for our end users and ensure own conduct maintains the orderly and transparent operation of financial markets
- Accountable for managing client escalations & issues for all Pricing Market Data clients across APAC/ EMEA.
- Support the existing Market Data Management team & improve the existing framework to make it more robust
- Enable an effective communication channel with clients across APAC/EMEA.
- Ensure client feedback is shared with the operations team, where appropriate and follow through to closure on any actions required.
- All client queries/issues/complaints are owned and resolution is communicated with full details in a timely manner.
- Provide expert problem management support to difficult, high profile client issues and ensures root-cause analysis is conducted and a corrective action plan is followed through with lessons learnt
- Provides support to new business opportunities. Takes an active role in liaising with relationship managers, clients and supports the transition and implementation of new business. Champions knowledge sharing and promotes the increased use of Shared Services capability

Basic Qualifications for the Position:

- Strong client focus – ability to operate at prime customer contact level typically at senior manager level
- Demonstrates a breadth and depth of operational service delivery management expertise, preferably in an international environment
- Thorough understanding of customer’s business and market sector and able to use that knowledge to anticipate how future services offers need to evolve to meet customer requirements
- Ability to recognize difficulties with and, if required, challenge the validity of given procedures and processes with a view toward enhancement or improvement.
- Ability to analyse problems and create solutions involving finance, scheduling, technology and methodology tools.
- Strong communicator at all levels

Monthly Salary Range: 150,000-230,000
Workplace Location: Quezon City

Name of Foreign National: Avinash Annigeri Nationality: Indian City of Residence: Quezon City Duration of Employment: 2 years	Name of Foreign National: Jayant Tanti Nationality: Indian City of Residence: Quezon City Duration of Employment: 2 years
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HSBC – Electronic Data Processing (Philippines) Inc. hereby declares that the above-named foreign national is able, willing, and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign national and apply for an **Alien Employment Permit with the Department of Labor and Employment - National Capital Region** located at **967 Wasmiya Building, Maligaya Street, Malate, Manila**.

Career Opportunity in **BREWED BYTE INFORMATION TECHNOLOGY INC.**

Position: Bilingual Sales & Promotion Officer

4 Vacancy

Job Description:
-Good communication skills to interact with the clients
-Solid organizational skills including attention to detail, and manage task effectively.
-Excellent problem-solving skills for addressing issues across various teams.
-Utilizing advanced Chinese proficiency to uphold superior customer service standards

Qualification:
-At least 5 years experience as Sales & Promotion Officer
-Fluently writes and speaks Chinese and English language.
-Strong leadership abilities, excellent communication and interpersonal skills, problem-solving skills, organizational skills.

Application may be sent to: **Ms. Sheryl Cumawas**
Corporate Secretary
paramounapril@gmail.com/paramountvisaofficer@gmail.com

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COMPANY NAME: BREWED BYTE INFORMATION TECHNOLOGY INC. Address: Ground Flr., Paramount Bldg., Rainbow Drive, Goodwill 2 B.F. Homes, Parañaque City Nature of Business: IT Services	Name: CHEN WENGONG Address: A2709# 2201 Resident SVC Rd., Roxas Blvd. Pasay City Nationality: Chinese Intended Period of Employment: Three (3) years	Name: YAO HUANZHU Address: A2709# 2201 Resident SVC Rd., Roxas Blvd., Pasay City Nationality: Chinese Intended Period of Employment: Three (3) years	
	Name: LI LIANJIE Address: 4204 Casino St., Parañaque City Nationality: Chinese Intended Period of Employment: Three (3) years	Name: YANG RONGJIA Address: J3am Car Service Centre 2nd Ave., Grace Park East Caloocan Metro Manila Nationality: Chinese Intended Period of Employment: Three (3) years	

BREWED BYTE INFORMATION TECHNOLOGY INC. hereby declares that Mr. CHEN WENGONG, Mr. LI LIANJIE, Mr. YAO HUANZHU and Mr. YANG RONGJIA are able, willing, and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign nationals and apply for an **Alien Employment Permit with the Department of Labor and Employment-National Capital Region** located at **967 Maligaya Street, Malate, Manila**.

Career Opportunity in **BREWED BYTE INFORMATION TECHNOLOGY INC.**

Position: Chinese Account Specialist

4 Vacancy

Job Description:
-Good communication skills to interact with the clients
-Solid organizational skills including attention to detail, and manage task effectively.
-Excellent problem-solving skills for addressing issues across various teams.
-Utilizing advanced Chinese, and English proficiency to uphold superior customer service standards

Qualification:
-Must have relevance experience in related field with critical thinking.
-Fluently writes and speaks Chinese, and English language.
-Strong leadership abilities, excellent communication and interpersonal skills, problem-solving skills, organizational skills.

Application may be sent to: **Ms. Sheryl Cumawas**
Corporate Secretary
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COMPANY NAME: BREWED BYTE INFORMATION TECHNOLOGY INC. Address: Ground Flr., Paramount Bldg., Rainbow Drive, Goodwill 2 B.F. Homes, Parañaque City Nature of Business: IT Services	Name: JIN QUANVIN Address: Dona Ireneville BF Homes Parañaque City Nationality: Chinese Intended Period of Employment: Three (3) years	Name: FAN XIONG Address: 777 Ongpin St., Binondo Manila City Nationality: Chinese Intended Period of Employment: Three (3) years	
	Name: LIU CHENQIAO Address: 50 Samar Ave., Diliman Quezon City Nationality: Chinese Intended Period of Employment: Three (3) years	Name: TENG JIANDE Address: Beacon Amorsolo Tower 3 Amorsolo St., Legazpi Vill. Makat City Nationality: Chinese Intended Period of Employment: Three (3) years	

BREWED BYTE INFORMATION TECHNOLOGY INC. hereby declares that Mr. JIN QUANVIN, Mr. LIU CHENQIAO, Mr. FAN XIONG, and Mr. TENG JIANDE, foreign nationals are able, willing, and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign nationals and apply for an **Alien Employment Permit with the Department of Labor and Employment-National Capital Region** located at **967 Maligaya Street, Malate, Manila**.