

LinkedIn sees PHL as key growth market amid AI skills demand

AMERICAN professional networking platform LinkedIn said the Philippines remains a major growth market, as more Filipinos seek to upskill for an artificial intelligence (AI)-driven job market.

“The Philippines remains a key growth market for LinkedIn, with a highly engaged and diverse professional community,” Atul Harkisanka, head of growth markets and country lead for the Philippines at LinkedIn, said in an e-mail.

LinkedIn noted that employers across sectors increasingly value skills such as data analytics, creative thinking, and basic AI literacy.

Filipino workers are pressed to advance their skill sets as digitalization intensifies competition in the labor market. LinkedIn has 18 million users in the country.

A separate LinkedIn report projects that the skills required for jobs in the Philippines will change by 50% over the next five years. Through LinkedIn Learning, the platform aims to provide online courses to help members upskill and integrate AI into their work.

LinkedIn Learning offers over 24,500 industry-backed video courses, covering foundational and advanced topics in business, technology, and creative fields. The platform adds around 60 new courses weekly.

“LinkedIn members here have increased their consumption of learning content by 5% year on year, showing that professionals are actively investing in new skills to keep pace with change,” Mr. Harkisanka said.

The company recently partnered with Far Eastern University to provide 25,000 students with access to LinkedIn Learning.

He also stressed the importance of balancing hard and soft skills.

“With AI playing an increasingly significant role in daily work, human skills will become even more essential for career growth and advancement,” he said.

LinkedIn said its AI tools, including Hiring Assistant and AI-powered job search, are helping recruiters and job seekers in the Philippines.

Hiring Assistant automates tasks such as contacting applicants, allowing recruiters to review 62% fewer profiles and receive faster replies through AI-assisted messages.

Global LinkedIn data shows 71% of hirers said AI improves how they measure the quality of hires. In high-specialization industries, AI has been adopted to support recruitment but gaps remain.

Budget carrier Cebu Pacific Air uses AI via LinkedIn and its applicant tracking system, Darwinbox. — **Beatriz Marie D. Cruz**

Extended land leases for foreigners seen to boost property demand, values

By **Beatriz Marie D. Cruz**
Reporter

THE RECENTLY enacted law allowing foreign investors to lease private lands in the Philippines for up to 99 years is expected to drive up land values and rental prices, boosting demand across office, residential, and industrial segments, property consultants said.

“The extension of land leases for foreigners to 99 years is expected to push up land values and rentals over time, especially in key business hubs, industrial zones, and tourist destinations,” said Jamie Dela Cruz, research manager at KMC Savills, Inc.

“With longer security of tenure, foreign investors are more likely to commit bigger capital, which can fuel both demand and pricing.”

President Ferdinand R. Marcos, Jr. recently signed Republic Act No. 12252, or the Act Liberalizing the Lease of Private Lands by Foreign Investors.

The law increases the maximum lease term from 50 to 99 years, although the President may impose shorter terms for in-



PHILIPPINE STAR/WALTER BOLLOZOS

vestors engaged in vital services or critical infrastructure.

Roy Amando L. Golez, Jr., director for research at Leechiu Property Consultants, Inc., said the law would benefit high-potential growth areas and income-generating properties such as resorts, hotels, warehouses, offices, and retail spaces.

“A longer land lease can also encourage more launches of industrial parks, logistics hubs, resorts, and mixed-use townships,” said Ms. Dela Cruz, noting that segments requiring long payback periods — such as hospitality and large-scale residential developments — stand to gain the most.

Janlo C. De Los Reyes, head of research and strategic consulting at JLL Philippines, added that extended land leases improve the country’s competitiveness, giving foreign investors greater confidence to commit to high-value developments.

However, consultants cautioned that longer leases could encourage speculative buying, potentially making property less affordable for locals.

Safeguards, such as protections for landowners, clear zoning rules, limits on agricultural and ancestral lands, and transparency in lease agreements, would be necessary to ensure balanced growth, Ms. Dela Cruz said.

Jollibee leads PHL brands in Brand Finance 2025 Sustainability Perceptions Index

JOLLIBEE GROUP recorded the highest sustainability perceptions value (SPV) among Philippine companies in Brand Finance’s 2025 Sustainability Perceptions Index, which measures the portion of brand value linked to stakeholder perceptions of environmental, social, and governance (ESG) performance.

The portfolio of brands under Jollibee Foods Corp. led the country with a \$174-million SPV and ranked 17th globally among restaurant brands, making it the only Philippine restaurant brand in the global top 20, the company said in a news release on Friday.

“Brand Finance’s Sustainability Perceptions Index 2025 is a barometer of how stakeholders perceive a brand’s contribution to a more sustainable future,” Jollibee Group Global Chief Sustainability Officer Pepot Miñana said.



BW FILE PHOTO

“Being ranked number one in the Philippines affirms that our efforts are resonating, and that we are moving forward with purpose.”

The group’s “Joy for Tomorrow” agenda guides its sustainability strategies and long-term investments.

In 2024, Jollibee Group cut energy use by 32%, water use by 33%, and waste by 44% per metric ton at Philippine manufacturing sites compared with 2020. It also installed more than 16,800 solar panels generating about 9.1 megawatts of clean energy, diverted 62% of manufacturing waste from landfills, and planted over 21,500 mangrove propagules with employee volunteers.

Other Philippine brands in the sustainability perception rankings include BDO Unibank, Inc. (BDO) with an SPV of \$145 mil-

lion, Red Horse with \$126 million, San Miguel Beer with \$117 million, Bank of the Philippine Islands (BPI) with \$92 million, Petron Corp. (Petron) with \$82 million, Ginebra with \$71 million, Emperador with \$68 million, SM Supermalls (SM) with \$60 million, and Puregold Price Club, Inc. (Puregold) with \$53 million.

These companies implement sustainability programs covering environmental conservation, social responsibility, and economic empowerment, while some, such as Red Horse, San Miguel Beer, Ginebra, and Emperador, benefit from their parent companies’ ESG initiatives.

Alex Haigh, Brand Finance managing director for Asia-Pacific, said there is growing opportunity for more national brands to strengthen sustainability messaging and deepen consumer loyalty.

“Perceptions of Philippine brands continue to be shaped by sustainability. Brands like Jollibee and BDO show that strong ESG narratives — covering topics such as financial inclusion or responsible sourcing — can resonate both locally and globally,” he said.

London-based Brand Finance specializes in brand valuation and strategy. The consultancy operates in more than 25 countries, conducts over 6,000 brand valuations annually using original market research, and publishes more than 100 reports ranking brands across sectors and regions. — **Alexandria Grace C. Magno**

SEC updates rules on exempt transactions, stock option plans

THE Securities and Exchange Commission (SEC) has issued a memorandum prescribing standard forms and procedures for exempt transactions under the Securities Regulation Code (SRC).

Memorandum Circular (MC) No. 11, Series of 2025 introduced new filing templates for issuers claiming exemptions under Sections 10.1 and 10.2 of the SRC to standardize documentation and ensure consistent submissions for optional confirmation of exemptions and employee stock option plans.

The circular created Form 10.1 — Application for Optional Confirmation of Exempt Transaction under Section 10.1, which allows issuers to request confirmation

that a transaction qualifies for exemption even if the SRC does not require prior notice or fees.

The form requires issuers to disclose the type of securities, offering price, and maximum aggregate amount.

Applicants must indicate whether securities were sold to “new investors not exceeding 19” or to qualified buyers, with supporting documents if the investors are natural or juridical persons.

Issuers must also submit a Written Disclosure to Investors, in line with SRC Rule 10.1.1, containing prescribed details about the issuer and the securities.

Other attachments include the articles of incorporation, bylaws, audited financial statements, and

a certified list of investors. While the form provides a field for filing fees, no fixed amount is specified for Section 10.1 confirmations.

For stock option plans, the SEC issued Form 10.2, which sets out documentary and reporting requirements under Section 10.2 of the SRC. These include board approval, stockholder approval if required, and certifications that employees or optionees were informed of the plan and provided relevant materials.

Supporting exhibits cover the plan itself, a certified list of optionees, and proof of disclosure. Issuers must also file an annual report to the SEC on or before Jan. 10 of each year until the full issuance of shares.

Applications under Section 10.2 are subject to a filing fee equivalent to one-tenth of 1% of the aggregate value of the securities, plus a 1% legal research fee.

Both forms likewise require disclosure of any securities sold or proposed to be sold within the past 12 months, as well as certifications signed by the corporate secretary and other responsible officers.

MC No. 11 said issuers must comply with the procedural and documentary requirements outlined in the forms to validly claim exemptions, noting that the exhibits and certifications form part of the application process. — **Alexandria Grace C. Magno**



Career Opportunity in **CAPGEMINI PHILIPPINES CORP.**

Position: Digital Asset Management Team Lead

Job Description:

- **DAM Strategy Development:** Lead the development, implementation, and optimization of the digital asset management (DAM) strategy, aligning it with marketing and business objectives.
- **Asset Organization:** Oversee the organization and structuring of digital assets within the DAM system, ensuring that all files are tagged, categorized, and easy to locate by marketing teams globally.
- **Cross-Functional Collaboration:** Work closely with marketing, creative, IT, and other stakeholders to ensure that the DAM system meets the needs of various teams and is integrated into marketing workflows.
- **Provide guidance and support** to ensure smooth operational implementation and BAU support (post integration).
- **Deep domain knowledge** across all business and technology functions.
- **Solution analysis**, including impact assessment and alternative paths.
- **Asset Governance:** Establish and enforce asset governance policies and best practices, ensuring that all digital assets are properly categorized, stored, and maintained in compliance with internal standards.
- **DAM System Management:** Manage and maintain the DAM system, troubleshooting issues, improving functionality, and ensuring the system remains efficient and scalable.

Qualifications:

The Digital Asset Manager is a leadership role responsible for defining and overseeing a global Digital Asset Management (DAM) strategy that empowers marketing, creative, and commercial teams across a leading Consumer Packaged Goods (CPG) client. With 6-8 years of experience, including a strong background in CPG, this individual will ensure the DAM system serves as a centralized, scalable solution for managing the company’s creative ecosystem and delivering high-impact marketing campaigns globally.

The ideal candidate is an expert in DAM systems, metadata governance, and cross-functional collaboration, with a proven track record of driving innovation and efficiency in complex organizations. This role is pivotal in enabling the seamless flow of assets, enhancing brand consistency, and delivering a competitive edge in a fast-paced, consumer-driven market.

Applications may be sent to:

Charlene Mae Mesina

HR Department

fsphilippinestalentacquisition.ph@capgemini.com

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
Company Name: Capgemini Philippines Corp. Complete address: 12th Floor Ten West Campus, Le Grand Avenue, McKinley West, Fort Bonifacio, Taguig City Philippines 1634 Nature of business: Information and Communication Capgemini Philippines Corp. 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 Maligaya Street, Malate, Manila .	Name: Shan-Rou Min (Also known as “Shan Min Andersen”) Address: Taguig City Nationality: Taiwanese Intended period of employment: 1 year

Career Opportunity in **GHD PTY. LTD**

POSITION: MARINE PROJECT MANAGER

Job Description:

Oversees Marine engineering aspects of projects, ensuring technical excellence, timely delivery, and alignment with client expectations. This role combines hands-on design work with leadership, project management, and client engagement responsibilities.

- Ensure compliance with local and international codes (HSCOP, AISC, ACI, AS/NZ, BS, OCIMF, PIANC, API, etc).
- Prepare and review engineering documentation, proposals, and reports.
- Maintain strong client relationships and contribute to business development.
- Coordinate with subcontractors and provide construction oversight.

Qualifications:

- Bachelor’s degree (or higher) in Civil/Structural Engineering or related field; Master’s degree preferred
- 10–15 years of experience in marine engineering across terminal planning, structural & detail design.
- Expertise in project leadership, and client engagement.
- Experience in managing contracts and service-level agreements.
- Excellent communication, leadership, and stakeholder management skills.

APPLICATION MUST BE SENT TO

Maj Obach

HR Department Talent Acquisition

PH.TalentAcquisition@ghd.com

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
Company Name: GHD PTY. LTD Complete address: 11F Alphaland Southgate Tower, 2258 Don Chino Rocas Ext., Cor. Edsa Magallanes Nature of business: Other Service Activity GHD PTY. LTD 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 Maligaya Street, Malate, Manila .	Name: Aye Hlaing Min Address: Makati City Nationality: Myanmar Intended period of employment: Three (3) years

Career Opportunity in:	JOLLIBEE FOODS CORPORATION
Position:	ASSISTANT VICE PRESIDENT, HEAD GLOBAL BRAND MANAGEMENT
Job Description: Global Brand Standards & Compliance • Lead the development, implementation, and evolution of brand standards frameworks across product, service, voice, and customer experience. • Build digital systems that serve as the “single source of truth” for all brand guidelines—ensuring they are clear, accessible, and actionable across diverse stakeholders. Brand Activation & PR • Define and lead the global brand PR and activation strategy to grow brand relevance, earned attention, and consumer love. • Support the development and localization of brand campaigns and storytelling moments—ensuring global consistency with local cultural resonance. Global Leadership & Influence • Serve as the global brand steward—ensuring each brand is delivered consistently and powerfully across markets and touchpoints. • Lead and mentor a high-performing team of brand professionals, building global capabilities in brand strategy, governance, and activation.	Job Qualification: • Bachelor’s degree in marketing, Communications, or a related field; MBA or advanced degree preferred. • 15+ years of progressive experience in brand management, brand PR, or integrated marketing, with global or multi-market exposure. • Proven success building and scaling brand standards, governance systems, and campaign toolkits across complex organizations. • Deep experience in brand-focused PR, including media strategy, influencer relations, and earned-first campaign development. • Strong cross-functional leadership skills and experience working across operations, marketing, and franchising environments. • Exceptional communication, stakeholder engagement, and organizational navigation skills.
Application must be sent to:	Neil Orven Esteban Manager, Global Total Rewards neilorven.esteban@jollibee-group.com
Company / Employer: Complete address:	JOLLIBEE FOODS CORPORATION 4-10th, 32nd & 24th Floor Jollibee Plaza F, Ortigas Ave., Ortigas Center San Antonio Pasig City Restaurant Business
Nature of business:	Adam Diamond
Name of Foreign National intending to apply for the position: City of Residence: Nationality: Intended period of employment:	Taguig City American 3 years
JOLLIBEE FOODS CORPORATION 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 Maligaya Street, Malate, Manila .	

Career Opportunity in: **PRIME INFRASTRUCTURE CAPITAL, INC.**

POSITION: TECHNICAL DIRECTOR

Job Description:

- Definition of OE organization for API
- Procurement of OE organization for API
- Setting up the joint design office in Manila
- Heading the Joint Design Office on behalf of Prime Infra.
- Leads a team of experts for identification of key technical risks and resolution of technical challenges and disputes.
- Close collaboration with the PSPs Deputy Project Director and the Project Delivery Heads of each project.
- Manages the Design Review Organization of the Owner’s Engineer.
- Responsible for ensuring that design preparation schedules are fully coordinated with the construction schedules of each project.
- Ensures and facilitates for a swift and efficient resolution of any technical matters and disputes between EPC Contractor and OE.

Qualifications:

- MSc in Civil, Electrical or Mechanical Engineering
- Fifteen (15) to twenty (20) years of relevant experience as either Project Manager or Technical/Engineering/Design Manager of large (construction cost> USD 1B) hydropower or multidisciplinary infrastructure projects.
- Extensive experience of management and reporting of project cost risk and progress mandatory.
- Experience in working with Chinese EPC.
- Excellent communication and problem-solving skills.
- Well established leadership skills and ability to instill a high degree of motivation.

APPLICATION MUST BE SENT TO

Email Address: recruitment@primeinfra.ph

COMPANY/EMPLOYER

Company Name: **PRIME INFRASTRUCTURE CAPITAL, INC.**
Complete address: **16/F THREE E-COM CENTER BLOCK 21, OCEAN DRIVE BAYSHORE COR. MALL OF ASIA COMPLEX, BARANGAY 76, PASAY CITY**
Nature of business: **ACTIVITIES OF HOLDING COMPANY**

NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION

Name: **TADIKAMALLA, ANANTH VYBHAV**

Address: **Pasay City**

Nationality: **Australian**

Intended period of employment: **3 years**

PRIME INFRASTRUCTURE CAPITAL, 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 and Employment - National Capital Region** located at **967 Maligaya Street, Malate, Manila**.