

# World Bank loan awaited for fiber backbone final phase

THE Department of Information and Communications Technology (DICT) said it hopes to obtain World Bank loans within three to four months to finance the remaining phases of the national fiber backbone project.

“There are two loans for phases four and five (of the national fiber backbone). The one for Eastern Mindanao is already approved. There will be a second loan for Western Mindanao, the status of which is already approved by the (Philippine) Economic Development Committee,” Information and Communications Technology Secretary Henry Rhoel R.

Aguda said on the sidelines of a recent forum.

The second loan is estimated at around \$300 million, Mr. Aguda said, noting that the agency is now awaiting word from the World Bank on the loan.

“What we are waiting for now is for the World Bank to give us the formal proposal. Maybe the study would take around three to four months, but at least on the side of the Philippine government, we’re okay to entertain their proposal of extending us a loan,” Mr. Aguda said.

In August, the DICT announced that phases 4 and 5 of

the national fiber backbone will be completed next year, following the start of construction that same month.

The project is expected to bring high-speed internet to more nodes in Mindanao via a 1,000-kilometer high-speed government-owned fiber network connecting Butuan, Cagayan de Oro, Bukidnon, Zamboanga, and Davao.

The completion of the project is expected to spur growth in rural areas, especially in the Visayas and Mindanao.

The National Fiber Backbone project aims to provide faster

and reliable internet connectivity. The DICT expects around 70 million Filipinos to benefit from the project.

The current two phases cover southern Luzon and parts of the Visayas and Mindanao.

The first phase, which involves high-speed connections between Laoag, Ilocos Norte and Quezon City, was completed in April 2024. It covers 1,245 kilometers with 28 nodes. It has an initial 600 gigabits per second optical spectrum capacity that will serve the government and at least 14 provinces. — **Ashley Erika O. Jose**

## Locator ACUVEX to set up shop in Cavite ecozone

THE Philippine Economic Zone Authority (PEZA) said it signed a registration agreement with ACUVEX Corp. for a P3-million manufacturing plant in Cavite.

In a Facebook post, the investment promotion agency said ACUVEX will fabricate jigs and fixtures in the Cavite Economic Zone (CEZ).

“The project, with an initial investment of about P3 million, is set to begin by the end of the year,” it added.

PEZA Director General Tereso O. Panga said: “ACUVEX’s entry is another step forward in reinforcing CEZ as a hub for high-value and precision manufacturing,” he said.

“Each new locator strengthens the economic zone ecosystem and contributes to our vision of a competitive, sustainable, and resilient industrial base for the country,” he added.

ACUVEX’s investment is expected to complement the electronics, automotive, and

robotics-related locators in CEZ.

“This latest partnership not only strengthens CEZ’s position as a hub for advanced manufacturing but also underscores PEZA’s role in driving inclusive growth and sustaining the Philippines’ global competitiveness,” PEZA said. — **Justine Irish D. Tabile**

### OPINION

## Using AI responsibly and competitively

#### IN BRIEF:

- Many C-suite executives may not fully understand consumer concerns regarding AI, which can create gaps in trust and hinder adoption.
- Transparency in responsible AI practices is essential for enhancing consumer confidence and engagement with AI technologies.
- A collaborative approach across the entire C-suite is crucial for effectively implementing responsible AI initiatives and aligning with consumer expectations.

Artificial intelligence (AI) is evolving rapidly, with businesses striving to harness its potential across various products, services, and operations. However, successful implementation hinges both on speed and principles of responsible AI, which are crucial for fostering adoption and ensuring long-term value.

While many organizations have established responsible AI guidelines, the effectiveness of these principles in practice remains questionable. A key concern is whether C-suite leaders truly grasp consumer apprehensions about AI and are prepared for the emerging risks associated with advanced AI technologies.

To shed light on these issues, EY initiated the Responsible AI Pulse survey, a global survey conducted in March and April that involved 975 C-suite leaders, including CEOs, CFOs, CHROs, CIOs, CTOs, CMOs, and CROs, all responsible for AI within their organizations. These respondents represented companies with annual revenue exceeding \$1 billion across 21 countries in the Americas, Asia-Pacific, and EMEA. The initial findings reveal a significant disconnect between C-suite perceptions and consumer sentiments regarding responsible AI, with many executives displaying misplaced confidence in their practices and alignment with consumer concerns, potentially hindering user adoption and trust as autonomous AI models become more prevalent.

Furthermore, the findings from the EY AI Sentiment Index Study are referenced, which surveyed 15,060 individuals across 15 countries to assess global sentiments toward AI.

#### C-SUITE LEADERS’ PERCEPTIONS VS CONSUMER SENTIMENT

CEOs are notably more attuned to responsible AI issues and consumer sentiments compared to their peers in the C-suite. While 31% of C-suite leaders claim their organizations have fully integrated AI solutions, this figure may not accurately reflect the true potential of AI. Achieving comprehensive AI integration requires a fundamental rethinking of business processes, identification of high-value use cases, and investment in foundational elements such as data governance and talent management.

As organizations prepare to invest in advanced AI models that support reasoning and decision-making, it is crucial for C-suite leaders to recognize that AI implementation is an ongoing journey. Continuous education on AI risks and governance is essential for maintaining trust among consumers and stakeholders.

#### BUILDING CUSTOMER TRUST

To foster customer trust, organizations must prioritize transparency and accountability in their AI practices. In particular, organizations

#### SUITS THE C-SUITE LEE CARLO B. ABADIA

By effectively showcasing their commitment to responsible AI, companies can differentiate themselves in the marketplace, enhancing their competitive advantage and fostering greater consumer confidence.

can ensure their AI practices align with ethical standards and legal requirements to build customer trust by adhering to the principles outlined in the NPC Advisory No. 2024-04, particularly regarding the Data Privacy Act.

Transparency is crucial; by clearly informing data subjects about AI usage, its purpose, and potential risks, organizations establish a foundation of trust. Ensuring a lawful basis for AI use — such as consent or contracts — while focusing on data minimization reassures customers that their data is handled responsibly.

Accountability and human oversight are similarly vital. Organizations must take responsibility for AI outcomes, ensuring significant decisions involve human judgment. This commitment mitigates risks and prioritizes customer interests, enhancing confidence in AI capabilities.

Addressing fairness, bias, and accuracy is also essential. By actively working to eliminate bias and maintain accurate datasets, organizations demonstrate their dedication to ethical practices. Empowering customers with data subject rights — allowing them to object, rectify, and review automated decisions — further reinforces trust.

Implementing governance mechanisms, such as risk analyses and grievance processes, signals to customers that their concerns are valued. Additionally, using Model Contractual Clauses (MCCs) for cross-border data transfers ensures safe handling of information, bolstering customer confidence.

#### MISALIGNMENT OF RESPONSIBLE AI PRINCIPLES

Even though nearly two-thirds of C-suite leaders believe they are well-aligned with consumer perceptions of AI, data from the EY AI Sentiment Index reveals a stark contrast. Consumers express significantly greater concerns regarding responsible AI principles, such as accuracy, privacy, and accountability. This misalignment may stem from inadequate communication about AI governance and risk management practices.

Interestingly, companies still in the process of integrating AI tend to be more cautious in their assessments of alignment with consumer attitudes. These organizations often demonstrate a stronger awareness of responsible AI concerns, particularly regarding privacy and security.

#### THE ROLE OF CEOs IN RESPONSIBLE AI LEADERSHIP

CEOs emerge as leaders in responsible AI awareness, showing a better alignment with consumer concerns compared to other C-suite roles. Their broader responsibilities and customer-facing roles enable them to champion responsible AI initiatives effec-

tively. As AI continues to permeate various aspects of business, CEOs are well-positioned to advocate for responsible practices and guide their peers in the C-suite.

#### C-LEVEL CONSIDERATIONS

To address the gaps identified in the survey, C-suite leaders should prioritize listening to consumer feedback to better understand their concerns about responsible AI. Engaging with consumers allows leaders to gain insights into the specific issues that matter most to their audience. This process should involve customer-facing executives and those in traditionally back-office roles, ensuring that all leaders are aware of consumer sentiments and can respond accordingly.

Additionally, it is crucial for C-suite leaders to integrate responsible AI principles throughout the entire AI development process. This means adopting practices that prioritize human-centric design and proactively addressing the key risks associated with AI applications. By embedding responsible AI into every stage of innovation, organizations can ensure that their solutions are not only effective but also aligned with consumer expectations and ethical standards.

Finally, transparent communication about responsible AI practices is essential for building consumer trust. Organizations must clearly articulate how they manage AI-related risks and the measures they have in place to uphold responsible practices. By effectively showcasing their commitment to responsible AI, companies can differentiate themselves in the marketplace, enhancing their competitive advantage and fostering greater consumer confidence.

#### GAINING AN ADVANTAGE WITH RESPONSIBLE AI USE

In the Philippines, the Department of Trade and Industry (DTI) has launched the National Artificial Intelligence (AI) Strategy Roadmap 2.0 and the Center for AI Research (CAIR), establishing the country as a Center of Excellence in AI research and development. This initiative aims to leverage AI’s transformative potential to enhance the economy and improve the quality of life for Filipinos, emphasizing responsible AI adoption through ethical governance. CAIR will focus on developing AI solutions for regional challenges like sustainable agriculture and disaster resilience, supporting the broader goals of innovation and inclusive development.

To secure a competitive edge, C-suite leaders must prioritize consumer concerns, embed responsible AI throughout the innovation lifecycle, and clearly communicate their practices. By aligning with consumer expectations and addressing the risks associated with emerging AI technologies, organizations can position themselves as leaders in responsible AI, ultimately creating long-term value.

*This article is for general information only and is not a substitute for professional advice where the facts and circumstances warrant. The views and opinions expressed above are those of the author and do not necessarily represent the views of SGV & Co.*

LEE CARLO B. ABADIA is a technology consulting principal of SGV & Co.



Career Opportunity in **Nestle Integrated Business Services Manila, Inc.**

Position Title: **LEARNING & DEVELOPMENT SERVICES LEAD**  
No. of Vacancy: **One (1)**

**Job Description:**  
1. Building, learning and development strategy for Nestle Zone AOA markets  
2. Driving the learning initiatives through a team of Learning Business Partners across the world  
3. Analyzing the learning impact and improving the learning strategy and solutions.

**Job Qualification:**  
1. Minimum 5 years of experience in Finance, business, audit, IT with Market exposure  
2. Ability to identify control risks and areas of opportunity, adding value recommendations  
3. Solid stakeholder management skills, ability to interact effectively with various functions and organizational levels including executive.

**APPLICATIONS MAY BE SENT TO:** HR-RecruitmentServices.NBSAAO@ph.nestle.com

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
Company Name: Nestle Integrated Business Services Manila, Inc. Address: Supima E-Circle, Malhacan Road, Malhacan, Meycauayan, Bulacan 3020 Nature of Business: Shared Business Services	Name: <b>HASAN SIDDIQUE</b> Address: Meycauayan City, Bulacan Nationality: Pakistani Period of Employment: Three (3) years

Nestle IBS hereby declares that the above-named foreign national/s is/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 national and apply for an **Alien Employment Permit with the Department of Labor and Employment – Region 3 located at Diosdado Macapagal Regional Government Center, Barangay Maimpis, City of San Fernando, Pampanga.**

Any Filipino jobseeker who is competent, able and willing to perform the services for which the foreign national is intended to be hired for, may file an objection at Department of Labor and Employment – Region III located at Matalino corner Mahusay Street, DMGC, Maimpis, City of San Fernando, Pampanga after this publication.

Please inform Department of Labor and Employment – Region III, if you have any information on criminal offenses committed by the foreign national.

Career Opportunity in **Nestle Integrated Business Services Manila, Inc.**

Position Title: **INTERNAL CONTROL CENTER OF COMPETENCE LEAD**  
No. of Vacancy: **One (1)**

**Job Description:**  
1. Lead a team of Internal Control Experts and interact with Nestle Business Services (NBS) and Markets across functions and levels including Senior Management  
2. Highlight opportunities for internal controls effectiveness, reliability of financial & operational information, compliance in markets and NBS  
3. Work with NBS and Markets teams to drive continuous improvement activities such as balance sheet integrity, Key Risk Indicators (KRI), quality of reconciliation, bank data controls, access controls.

**Job Qualification:**  
1. Minimum 5 years of experience in business, audit, IT with Market exposure  
2. Ability to identify control risks and areas of opportunity, adding value recommendations  
3. Solid stakeholder management skills, ability to interact effectively with various functions and organizational levels including executive (NBS leads, Market CFO)

**APPLICATIONS MAY BE SENT TO:** HR-RecruitmentServices.NBSAAO@ph.nestle.com

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
Company Name: Nestle Integrated Business Services Manila, Inc. Address: Supima E-Circle, Malhacan Road, Malhacan, Meycauayan, Bulacan 3020 Nature of Business: Shared Business Services	Name: <b>S.M. ALAMGIR HOSSAN</b> Address: Meycauayan City, Bulacan Nationality: Bangladeshi Period of Employment: Three (3) years

Nestle IBS hereby declares that the above-named foreign national/s is/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 national and apply for an **Alien Employment Permit with the Department of Labor and Employment – Region 3 located at Diosdado Macapagal Regional Government Center, Barangay Maimpis, City of San Fernando, Pampanga.**

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Career Opportunity in **AB LEISURE EXPONENT INC.**

**POSITION TITLE: MANDARIN TEST ENGINEER ( 1 VACANCY)**

**JOB DESCRIPTION**  
\* Develop and execute manual and automated test cases for software or hardware products, ensuring functionality, performance, and reliability.  
\* Collaborate with Mandarin-speaking teams and vendors; read/write technical documents and communicate bugs or feedback clearly in Mandarin.  
\* Identify, document, and track bugs using tools like JIRA or TestRail; work with development teams to troubleshoot and verify fixes.  
\* Create and maintain automated test scripts using frameworks such as Selenium, Appium, or similar tools to support continuous integration.

**QUALIFICATION**  
\* Fluency in Mandarin (both written and spoken) and proficiency in English.  
\* Strong knowledge of Linux/Unix systems, networking, and system internals.  
\* Proficiency in scripting or programming languages  
\* Familiarity with monitoring and logging tools

**Applications may be sent to:** LAU, NIEL KEVIN LIM  
Corp.compliance@digijplus.com.ph

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
COMPANY NAME: AB LEISURE EXPONENT INC. ADDRESS: 5/F SM MEGAMALL BLDG D, J VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG NATURE OF BUSINESS: AMUSEMENT AND RECREATION	NAME: <b>ZHENG, JIAN</b> ADDRESS: ACACIA ESCALADES PASIG CITY NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS

AB LEISURE EXPONENT 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 Maligaya Street, Malate Manila**

Career Opportunity in **AB LEISURE EXPONENT INC.**

**POSITION TITLE: MANDARIN SITE RELIABILITY ENGINEER ( 1 VACANCY)**

**JOB DESCRIPTION**  
\* Maintain and improve the reliability, performance, and availability of time sensitive production systems and infrastructure.  
\* Design and implement monitoring, alerting, and automation solutions.  
\* Work with cross-functional teams (often in Mandarin) to identify and resolve issues in real-time.  
\* Conduct root cause analysis of incidents and implement long-term fixes.  
\* Collaborate with development teams to improve system architecture for resilience and scalability

**QUALIFICATION**  
\* Fluency in Mandarin (both written and spoken) and proficiency in English.  
\* Strong knowledge of Linux/Unix systems, networking, and system internals.  
\* Proficiency in scripting or programming languages  
\* Familiarity with monitoring and logging tools  
\* Experience in high-traffic, mission-critical environments.

**Applications may be sent to:** LAU, NIEL KEVIN LIM  
Corp.compliance@digijplus.com.ph

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
COMPANY NAME: AB LEISURE EXPONENT INC. ADDRESS: 5/F SM MEGAMALL BLDG D, J VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG NATURE OF BUSINESS: AMUSEMENT AND RECREATION	NAME: <b>YANG, ZHICHAO</b> ADDRESS: TIME SQUARE NORTH BONIFACIO TAGUIG CITY NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS

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Career Opportunity in **AB LEISURE EXPONENT INC.**

**POSITION TITLE: MANDARIN BRANDING DIRECTOR**

**JOB DESCRIPTION**  
\* Develop and implement brand strategies aligned with company goals, focusing on both the local market and Chinese-speaking demographics.  
\* Localize global branding initiatives and ensure brand messaging resonates with local and regional audiences while aligning with the Chinese market expectations.  
\* Oversee the creation, execution, and performance analysis of integrated marketing campaigns (digital, offline, events, PR).  
\* Lead and mentor a team of brand managers, designers, and marketing professionals.

**QUALIFICATION**  
\* Fluent in Mandarin (spoken and written)  
\* Proficient in English; Filipino is a plus  
\* Strong leadership and project management skills  
\* Excellent understanding of brand architecture, storytelling, and digital marketing trends  
\* Strong analytical and problem-solving capabilities

**Applications may be sent to:** LAU, NIEL KEVIN LIM  
Corp.compliance@digijplus.com.ph

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
COMPANY NAME: AB LEISURE EXPONENT INC. ADDRESS: 5/F SM MEGAMALL BLDG D, J VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG NATURE OF BUSINESS: AMUSEMENT AND RECREATION	NAME: <b>BAO, HONGBIN</b> ADDRESS: THE INFINITY CONDOMINIUM, FORT BONIFACIO TAGUIG CITY NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS

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Career Opportunity in **AB LEISURE EXPONENT INC.**

**POSITION TITLE: MANDARIN OPERATION SPECIALIST (1 VACANCY)**

**JOB DESCRIPTION**  
\* Assist in the execution of daily operations, ensuring smooth workflow and process adherence.  
\* Collaborate with various departments to facilitate seamless operations.  
\* Maintain accurate records and databases, ensuring timely updates and compliance.  
\* Analyze operational data to identify trends and areas for improvement.  
\* Identify opportunities for process enhancements and implement best practices.  
\* Develop and document standard operating procedures (SOPs) to improve efficiency.  
\* Serve as a point of contact for client inquiries, providing timely and effective support.  
\* Gather feedback from clients to improve service delivery and operational processes.  
\* Prepare regular reports on operational performance and key metrics for management review.  
\* Assist in project coordination and implementation as needed.

**QUALIFICATION**  
\* Excellent in process improvement and operational analysis is a plus.  
\* Strong analytical skills with the ability to identify trends and areas for improvement.  
\* Excellent organizational and time-management skills.  
\* Fluent in both Mandarin and English (both written and spoken)

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COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
COMPANY NAME: AB LEISURE EXPONENT INC. ADDRESS: 5/F SM MEGAMALL BLDG D, J VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG NATURE OF BUSINESS: AMUSEMENT AND RECREATION	NAME: <b>ZHOU, YA</b> ADDRESS: THE GRAND HAMPTONS BGC TAGUIG CITY NATIONALITY: CHINESE INTENDED PERIOD OF EMPLOYMENT: TWO (2) YEARS

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