

# BusinessWorld Economic Forum

## ADVANCING THE ASEAN AGENDA TURNING REGIONAL VISION TO CORPORATE ACTION

MAY 18, 2026 • 8:30AM - 5:30PM • GRAND HYATT MANILA, TAGUIG CITY

### KEYNOTE SPEAKERS



POSITIONING THE PHILIPPINES AS  
ASEAN'S NEXT ECONOMIC ENGINE

**ZAFER MUSTAFAOĞLU**

Division Director for the Philippines,  
Malaysia and Brunei, East Asia and Pacific  
WORLD BANK



THE CEO PERSPECTIVE ON ASEAN 2026:  
BUSINESS LEADERSHIP IN A MORE INTEGRATED REGION

**JOEY CONCEPCION III**

Chairman  
ASEAN-BAC  
Founder  
PHILIPPINE CENTER FOR  
ENTREPRENEURSHIP - GO NEGOSYO

### SPEAKERS / PANELISTS



**JONATHAN BACK**  
CFO  
ACEN



**ERRY HARDIANTO**  
President & CEO  
AC LOGISTICS



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FOR COMPETITIVENESS



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Managing Director & Senior Partner, Manila  
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Lecturer, Department of  
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DE LA SALLE UNIVERSITY  
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VIDEO MESSAGE  
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Secretary  
DEPARTMENT OF INFORMATION AND  
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Undersecretary and Supervising Head  
of the Regional Operations Group  
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General Manager  
GCASH FOR BUSINESS



**ANGELINE PO**  
Vice President - Product Management  
GLOBE BUSINESS



**MEL MIGRÑO**  
Country Head and GM  
GOGOLOOK/WHOSCALL  
Chair and President  
WOMEN IN SECURITY ALLIANCE  
PHILIPPINES



**ANGELO KAIROS DELA CRUZ**  
Executive Director  
INSTITUTE FOR CLIMATE AND  
SUSTAINABLE CITIES



**FELINO JAMES MARCELO**  
President and CEO (PCEO)  
MAYBANK PHILIPPINES



**RAYMUND JUDE AGUILAR**  
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PHILIPPINE CHAMBER OF  
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Senior Economist  
PHILIPPINE COMPETITION  
COMMISSION



**DR. MERCEDITA SOMBILLA**  
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SOUTHEAST ASIAN REGIONAL CENTER  
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**MOHAMED SHAHUDH**  
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UNDP PHILIPPINES

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BUSINESSWORLD

### AGENDA

POSITIONING THE PHILIPPINES AS ASEAN'S NEXT ECONOMIC ENGINE | BEYOND BORDERS: SCALING PHILIPPINE INNOVATION FOR THE ASEAN STAGE  
THE CEO PERSPECTIVE ON ASEAN 2026: BUSINESS LEADERSHIP IN A MORE INTEGRATED REGION  
BENCHMARKING THE PHILIPPINES' COMPETITIVENESS: LESSONS FROM THE REGION'S BEST  
BEYOND ADOPTION: TAPPING AI'S POTENTIAL THROUGH REGULATION AND CAPACITY-BUILDING  
ACCELERATING PHILIPPINE AGRICULTURE IN THE REGIONAL STAGE | PHILIPPINE ENERGY: POWERING NATIONAL COMPETENCE AND REGIONAL INTEGRATION  
STRENGTHENING RESILIENCE AMID GEOPOLITICAL TENSION | BRINGING MSMEs IN THE GLOBAL MARKETPLACE

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