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Locally based CEOs told to 'go global' for competitive edge

PHILIPPINE-BASED chief executives are advised to direct their focus towards having their companies "go global" as well as improving on their flexibility to keep up with the fast-changing landscape.

EMMANUEL P. BONOAN, (R) COO of KPMG- Manabat Sanagustin & Co., CPA gestures as he talks with other organizers behind an annual event recognizing effective chief executives in Asia. Business leaders, he said, should strive to adopt international standards as consumers become increasingly sophisticated and demand more out of products and services. -- Jonathan L. Cellona

Business leaders should watch out for best practices abroad and also target foreign markets for their products and services, at the same time being open to change strategies amid volatile market conditions, officials behind the upcoming Asia CEO Awards 2011 said.

"Like people in most countries, I think [Filipino CEOs' mind-set should be] more global," Richard Mills, event chairman, said in an interview.

The event will feature the awarding later this year of 10 successful and accomplished leadership teams and individuals currently operating in the Philippines and the rest of the region.

"These days, it is harder for the United States, European countries and Japan to grow so I think there is more time to expand within the Southeast Asian region in doing business," Mr. Mills added.

Maria Gracia A. Chua, general manager of Getcrea8ive, the local unit of US-based stock photo provider Getty Image, Inc. and event sponsor, similarly said Filipino CEOs should broaden their horizon by training abroad.

New techniques and strategies can be applied by Filipino CEOs locally amid the increasingly discriminating taste of the market Emmanuel P. Bonoan, chief operating officer and vice-chairman of KPMG-Manabat Sanagustin & Co., for his part said.

"The challenge that Filipino CEOs face is the market expects a higher quality of product and service delivery. The market is getting more sophisticated so people expect something better," Mr. Bonoan said.

Aspiring company officials would also do well to emulate traits of flexible executives.

"For us, one trait that we appreciate would be his ability to be flexible. You cannot be a CEO and adhere to just one strategy," Mr. Bonoan said.

"From a human resource perspective, a CEO to us is chief everything officer. Technology now takes a vital role in what makes you successful," Hans Montenegro, managing director of the local unit of human resource service firm NorthgateArisin, Inc., added. -- Neil Jerome C. Morales

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