



Event Program

08:30	WELCOME	
08:40	OPENING	Rosemarie Rafael - Chairperson, Airspeed Group of Companies
08:45	KEYNOTE	Ramon "Mon-Mon" Guico - Governor, Pangasinan
08:55	KEYNOTE	Blesila Lantayona - Undersecretary, Department of Trade and Industry
09:05	KEYNOTE	Lilian De Leon - Assistant Secretary for International Relations, DILG
09:15	PRESENTER	Flora Villarosa - former Mayor, Zamboanga del Norte
09:25	PRESENTER	Melanie Ng - Founder & Executive Vice President, Ng Khai Development
09:35	PRESENTER	Royston Cabuñag - AVP for MSME, SM Supermalls
09:45	PRESENTER	Kim Lato - Founder & CEO, Kimstore
09:55	PRESENTER	RJ Ledesma - Co-Founder & Chairman, Mercato Centrale
10:05	PRESENTER	Joey Marcelo - Chief Executive Officer, SANTE
10:15	BREAK	
10:25	PANEL SESSION 1:	
	MODERATOR	Salve Ibañez – News Anchor, ABS-CBN News Channel
	PANELISTS	Melanie Ng - Founder & Executive Vice President, Ng Khai Development Kim Lato - Founder & CEO, Kimstore RJ Ledesma - Co-Founder & Chairman, Mercato Centrale Joey Marcelo - Chief Executive Officer, SANTE Annaliza Laxsamana - Chief Executive Officer, NaHeal
11:00	PANEL SESSION 2:	
	MODERATOR	Salve Ibañez – News Anchor, ABS-CBN News Channel
	PANELISTS:	Eduard Ortega - Chief Executive Officer, Remotely Richard Pines - CEO, Web Powerhouse Charlotte Reyes - President, OVA Virtual Raemin Reyes - Chief Executive Officer, Motovita Gabriel Sampedo - CEO, Philippine Coding Camp Dom Subang - Chief Executive Officer, Agridom
11:30	CLOSING	Thesa Castrojas – Galang – VP Corporate Affairs and Communications, Airspeed

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From Local Success to Global Impact



08:30 | Invocation

08:35 | Introduction – Richard Mills



08:40 | **Rosemarie Rafael**

Chairperson

Airspeed Group of Companies

OPENING: Rosemarie founded and has built Airspeed into one of the country's largest end-to-end logistics solutions and express courier providers. The company received significant attention from SM Investments, who became a major partner of the group. Rosemarie is the current Chairperson of the Women's Business Council Philippines and represents the country at global conference in Peru and other locations. She is also Commissioner for Labor on the Philippine Commission on Women (PCW).



08:45 | **Ramon Guico**

Governor

Pangasinan Province

KEYNOTE: Governor Ramon is known as a champion for data-driven, business-oriented local governance. He focuses his administration on large-scale infrastructure projects—like the massive Pangasinan Link Expressway—and universal healthcare models designed to directly benefit the province's 3.2 million residents. He previously served as a local mayor and member of the Philippine House of Representatives. Governor Ramon is also a licensed commercial pilot.

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**08:55 | Blesila Lantayona**

*Undersecretary for the Regional Operations Group (ROG)
Department of Trade and Industry (DTI)*

KEYNOTE: Bles works closely with Secretary Cris Roque who is known to have special focus on empowering Micro, Small, and Medium Enterprises (MSMEs). Bles is responsible for steering major national initiatives like the Negosyo Center Program and the RAPID Growth Project to grow MSMEs. She oversees 17 regional and 81 provincial offices to drive MSME development nationwide. Her extensive DTI career spans roles as Provincial Director of Davao Del Sur, Regional Director of Central Luzon, and Chairperson of the ASEAN Coordinating Committee on MSME.

**09:05 | Lilian de Leon**

*Assistant Secretary for International Relations
Department of the Interior and Local Government (DILG)*

KEYNOTE: ASEC Lilian is widely recognized as the longest-serving Executive Director of the League of Municipalities of the Philippines (LMP). She spent her career driving policy reforms in decentralization, climate action, and community empowerment. She represents the Asia-Pacific region as an elected member of the United Nations Climate Change Paris Committee on Capacity Building (PCCB) and continues to bridge local government units with international development partners to advance sustainable governance across the country.





09:15 | **Flora Villarosa**

*Former Mayor
Zamboanga del Norte*

PRESENTER: Flora oversaw a dramatic economic turnaround strategy for her municipality, widely reported having the highest poverty incidence in the Philippines. As first-time mayor, she setup community-driven enterprise programs that empowered marginalized farmers that were so effective at curbing extreme poverty she was awarded a prestigious Galing Pook Award. She utilized community-owned corn cooperatives to empower indigenous Subanen farmers and curb extreme poverty. A strong proponent of institutional capability and public health, she remains a prominent political leader and champion for sustainable rural enterprise development in the region.



09:25 | **Melanie Ng**

*Founder & Executive Vice President
Ng Khai Development*

PRESENTER: Melanie is based in Cebu where she founded her business with her husband. She is considered a pioneer in IT solutions in the Visayas region. She was elected Area Vice President for the Visayas and Director for MSMEs for the Philippine Chamber of Commerce and Industry (PCCI). She is also former president of Cebu Chamber of Commerce and Industry (CCCI).



**09:35 | Royston Cabuñag**

*Assistant Vice President for MSME, Job Fairs
SM Supermalls*

PRESENTER: Royston is an advocate for grassroots economic empowerment. He spearheads initiatives that provide local farmers, cooperatives and MSME's with vital retail spaces through programs like the SM Weekend Market. His work extends beyond commercial growth to nationwide social impact, overseeing large-scale employment initiatives such as the Trabaho Para Sa Pinoys job fairs. Royston also plays a pivotal role in SM Cares, leading peacebuilding efforts and global youth summits that empower the next generation of Filipino leaders.

**09:45 | Kim Lato**

*Founder & CEO
Kimstore*

PRESENTER: Kim started her business at 18 years old when still a student. Today, Kimstore is a giant multichannel enterprise that is known as the Philippines' first and longest-running e-commerce platform dedicated to gadgets and electronics. Kim is often referred to as the "Queen of Philippine E-commerce," she is credited with pioneering online retail in the country long before the arrival of global giants.





09:55 | **RJ Ledesma**

*Co-Founder & Chairman
Mercato Centrale*

PRESENTER: RJ is a versatile entrepreneur and host. Mercato Centrale is considered the country's premier food business incubator. He currently serves as the Editor-in-Chief of The Business Manual and is the Honorary Vice Consul of Monaco to the Philippines. A Hall of Fame awardee for Best Male Host at the Aliw Awards and an Agora Awardee for Entrepreneurship, RJ is author of 6 books and a respected voice in the tech and startup scene through The RJ Ledesma Podcast and various television programs on Bloomberg Philippines and ANC.



10:05 | **Joey Marcelo**

*Chief Executive Officer
SANTÉ*

PRESENTER: Joey started his company from scratch. Santé is one of the fastest growing distribution and direct selling companies globally. It provides a range of premier organic health and wellness products that improves the quality of life of people. The company has growing operations in across the world including: New Zealand, Indonesia, Saudi Arabia, Hong Kong, Macao, Singapore, UAE, Qatar, Nigeria, and Cyprus.





10:15 | Break

10:25 | Panel Session 1

MODERATOR **Salve Ibañez** - News Anchor, ABS-CBN News

PANELISTS

- Melanie Ng** - Founder & EVP, Ng Khai Development
- Kim Lato** - Founder & CEO, Kimstore
- RJ Ledesma** - Chairman, Mercato Centrale
- Joey Marcelo** - Chief Executive Officer, SANTE
- Annaliza Laxsamana** - CEO, NaHeal



Salve Ibañez

*News Anchor for Business Outlook
ANC*

MODERATOR: Salve is a prominent journalist and co-host of ANC's daily business program, Business Outlook. She has spent decades reporting on the Philippine economy and interviewing the region's top executive voices. ANC is the country's largest 24-hour English-language pay television news network. Launched in 1996, it is owned and operated by ABS-CBN Corporation, the nation's largest media and entertainment conglomerate

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Annaliza Laxamana

Founder and CEO
NaHeal

PRESENTER: Annaliza is a natural entrepreneur who is best known for her company called Modern Ads, one of the country's largest providers of branded merchandise for large organizations. She began NaHeal as a passion for a holistic wellness and is a Certified Art4Healing Facilitator. The company supports the well-being of the mind, body, and spirit—for individuals, practitioners, and organizations seeking a more human, intentional, and sustainable way to live and work. NaHeal brings together trusted wellness practitioners, healing retreats, wellness spaces, and natural health solutions.



11:00 | Panel Session 2

MODERATOR: **Salve Ibañez** - News Anchor, ABS-CBN News

PANELISTS: **Eduard Ortega** - Chief Executive Officer, Remotely
 Richard Pines - CEO, Web Powerhouse
 Charlotte Reyes - President, OVA Virtual
 Raemin Reyes - Chief Executive Officer, Motovita
 Gabriel Sampedo - CEO, Philippine Coding Camp
 Dom Subang - Chief Executive Officer, Agridom



Eduard Ortega

*Chief Executive Officer
Remotely*

PANELIST: Eduard oversees an innovative outsourcing and recruitment platform designed to bridge the gap between world-class Filipino talent and global businesses. Remotely has distinguished itself by moving beyond traditional business process outsourcing to focus on high-value roles, helping companies scale efficiently through remote staffing solutions. Eduard is a strong advocate for the "future of work," leveraging his expertise in operations and digital transformation to empower Filipino professionals with sustainable, high-impact remote careers.





Richard Pines

*Chief Executive Officer
Web Powerhouse*

PANELIST: Richard started his business at age 20 and quickly grew it to 30+ team members. His group has built more than 500 websites for premier companies including BYD Cars, Kia Motors and AC Mobility. Today, he is a Singapore-based enterprise web development agency with clients across Southeast Asia, the Middle East, Europe and the US.



Charlotte Alcantara Reyes

*President & Founder
OVA Virtual*

PANELIST: Charlotte founded her Virtual Assistant Solutions company to serve business professionals and help Filipino women find careers from the comfort of their own homes. Started from scratch, her company now serves clients across the world.





Raemin Reyes

Chief Executive Officer
Motovita

PANELIST: Raemin is a prominent player in the Philippine automotive and motorcycle industry specializing in the distribution of premium parts, accessories and lifestyle gear. Motovita has established itself as a key destination for enthusiasts, focusing on enhancing the riding experience through high-quality international brands and innovative retail concepts. His vision centers on professionalizing the aftermarket industry and fostering a vibrant community of riders by emphasizing safety, performance, and the "joy of the ride."



Gabriel Sampedo

CEO
Philippine Coding Camp

PANELIST: Gabriel founded a premier STEM education organization dedicated to bridging the digital skills gap in the Philippines. He has scaled it into a nationwide movement that has trained over 10,000 learners and partnered with major academic and corporate institutions like De La Salle University, Lyceum of the Philippines University and Toyota Motor Philippines.





Dom Subang

Chief Executive Officer
Agridom

PANELIST: Dom is focused on digitalization and modernization of the agricultural sector. His company Agridom received the 2024 United Nations Global Compact Network Philippines Sustainability Award for its work in agritech and precision farming. Dom is also CEO of the SF Group of Companies (SFGC), a diversified agribusiness conglomerate headquartered in Davao City. He oversees a portfolio of companies including Farmtech Agriland (farm inputs), Sunfood Marketing (food distribution) and DJAS Servitrade (logistics and construction).

11:30 | Closing



Thesa Castrojas-Galang

Vice President for Corporate Affairs and Communications
Airspeed

CLOSING: Thesa is a key leader at Airspeed, one of the nation's fastest-growing end-to-end logistics brands. A dynamic leader in brand strategy and international trade development, she spearheads corporate messaging, strategic cross-border partnerships, and tech-driven logistics advocacy.

