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THURSDAY, APRIL 7 - 10:30AM
STREAMING LIVE VIA ASIA CEO FORUM FACEBOOK PAGE

Event Program

10:30 | Invocation

10:35 | Introduction – Richard Mills



10:40 | **Mon Abrea**

CEO

Asian Consulting Group (ACG)

PRESENTER: Mon is Co-chair of the Ease of Doing Business (EODB) Task Force on Paying Taxes. With the TaxWhizPH mobile app, he was recognized as one of the 2017 Outstanding Young Persons of the World, 2016 Digital Mover, one of the 2015 The Outstanding Young Men of the Philippines (TOYM), Young Leader of the Year at Asia CEO Awards, among others. His company is a the country's first Tax Hub for businesses to make tax compliance easy and safer.

Asia CEO Forum 2022
Digital Transformation





10:50 | **Melvin Chan**

Vice President & Head of PLDT Enterprise Innovations & IoT Business Development
PLDT Enterprise

PRESENTER: Melvin is one of the most globally experienced business leaders in the Philippines. Speaking 7 key languages, he has extensive telecom experience across Asia (Philippines, Hong Kong, Japan, South Korea, China, Taiwan, India & Singapore), North America (USA & Canada), Africa (South Africa, Kenya, Nigeria, Angola, and Rwanda), Europe (Sweden, Scandinavia, Western Europe and Central Europe) and Middle East (U.A.E., Saudi Arabia, and Egypt). Melvin leads state-of-the-art digital technologies such as IoT/ 5G/ SD-WAN/ AI/ Big Data/ Cloud/ Data Center/ / Blockchain/ Cybersecurity.



11:00 | **Rowel Barba**

Director General
Intellectual Property Office of the Philippines

PRESENTER: Rowel oversees what is considered the nation's first government department to digital its operations. The self-funding organization is leading the charge to modernize legislation and will be important for the nation to develop as a world-leader in content production. Rowel was previously Head of the Corporate Legal & HR Divisions for RFM Corporation, one of the nation's largest food & beverage companies. In government, he was also Undersecretary at the Department of Trade and Industry where he supervised: Foreign Trade Service Corps (FTSC), the Construction Industry Authority of the Philippines (CIAP), Philippine Contractors Accreditation Board (PCAB), Construction Industry Arbitration Commission (CIAC), Philippine Overseas Construction Board (POCB), Philippine Domestic Construction Board (PDCB), and many more.

