

THE  VOLUME 3

# ASIA CEO

UNLOCK YOUR COURAGE  
POTENTIAL AND **INSPIRE**  
**OTHERS TO FOLLOW YOU**

**LEAD WITH COURAGE**  
IN A COMPLEX AND  
UNCERTAIN WORLD

IMPORTANCE OF  
**EMBRACING**  
**VULNERABILITY**

FACE YOUR FEARS  
HEAD-ON TO **SUCCEED**  
**WITHOUT FEAR**

# UNLEASHING THE POWER COUPLE

MODERN TALENT STRATEGIES FOR WORKFORCE EXCELLENCE

MR. DEEPAK & MARIA SUYAT-NAIR



# LETTER FROM THE EDITOR

Dear Reader,

**T**hank you for joining us for the 3rd volume of our eMagazine. It is a privilege to have you as part of our community of learners and leaders.

The previous volumes we published were valuable and insightful, and we will keep delivering new eMagazines that help you reach new heights - completely free of charge.

**MARK ENRIQUEZ**

CEO of iPhiTech





A person wearing a blue suit jacket and a smartwatch is visible on the left side of the page.

# **“ONE DEFINITION OF COURAGEOUS *LEADERSHIP* IS THE WILLINGNESS TO PUT ONESELF OUT THERE.”**

**AS YOU KNOW, OUR EMAGAZINE IS GUIDED BY THE FIVE  
ELEMENTS THAT WE CHERISH; THESE ARE:**

**Element #1 - Intellectual Property Alchemy.** This element goes more into creating and marketing online instructional materials. It gives you more independence and authority in your industry.

**Element #2 - Promotion, Monetization, and Leverage.** This element is about turning your content into income streams. It's about multiplying your transactions and growing your business exponentially.

**Element #3 - Operations, Processes, and Systems.** This addresses the standardization of your business procedures. It enables you to operate your business smoothly and effectively even when you are not present.

**Element #4 - Personal Mastery.** Win the battle within yourself. It involves permitting oneself to succeed, forgiving oneself, and maintaining self-discipline. It helps you overcome any concerns or doubts that may prevent you from moving forward.

**Element #5 - Lifestyle of AWESOME.** It focuses on experiencing life to its fullest potential. It focuses on health, travel, excitement, and relationships. It is about making a difference and giving back.

All comments, questions, and ideas are welcome. This eMagazine was created with you in mind, so we welcome your feedback. Please let us know if you have any ideas on how we might better serve you.

If you have something to say and want to get the word out, we hope you'll consider contributing to Asia CEO Magazine. To learn more about the fantastic possibilities, connect with iPhiTech or Asia CEO participants. We can make a significant difference if we join forces.

***IT'S TIME TO TURN THE PAGE, *FOR  
THERE'S MUCH TO UNCOVER...****



# SYNERGY OF STYLE

FREDERICK POLICARPIO

FASHION DESIGNER

Exploring the Fusion of  
Fashion and Modern  
Technology in Design



Technology has opened up new possibilities and opportunities for fashion designers, who can use it to enhance their creative process, create innovative designs, and connect with their customers.

Technology has also introduced new challenges and trends that fashion designers must adapt to and overcome. In this article, we will explore how technology influences the world of fashion design and how one of the most renowned fashion designers in the Philippines uses technology in his work.

#### **FREDERICK POLICARPIO: A VERSATILE AND INNOVATIVE FASHION DESIGNER**

Frederick Policarpio is one of the most celebrated fashion designers in the Philippines, with more than 15 years of experience in fashion design. He is known for his aesthetics and techniques that he learned from his training in Central Saint Martins and London College of Fashion (United Kingdom).

He has showcased his work in various fashion shows, such as Philippine Fashion Week and Philippine Festival in Japan. He has also dressed celebrities and clients for red carpet-events, weddings, debuts, and other milestone events. He shared with us how he uses technology in his work and what he thinks about the future of technology in fashion design.





## TECHNOLOGY AND CREATIVE PROCESS

Frederick Policarpio believes that technology has made the world even more interconnected. The advent of the Internet and smartphones has made designs and inspirations from different parts of the globe more accessible at the palm anytime, anywhere.

Technology has paved the way to push the boundary of what can be infused into a design. He used laser technology to accentuate his previous works.

## TECHNOLOGY AND INNOVATION

According to Frederick Policarpio, cutting-edge technology, such as laser technology, has greatly influenced the fashion industry. He believes this technology has allowed for the creation of bolder silhouettes and avant-garde designs. In fact, he has incorporated laser-cut designs into his creations, which has given his style a unique touch.

He acknowledges that technology has made his brand more accessible to anywhere in the world through social media. However, he also values human contact, especially in knowing and understanding his clientele's personal style, in which they can carry his design confidently to let them wear the clothes and not vice versa.







## TECHNOLOGY AND CHALLENGES

According to Frederick Policarpio, technology has the potential to offer designers endless possibilities in their designs. However, this can sometimes lead to designers needing to catch up on their core principles. Therefore, Policarpio believes it is more important than ever for designers to have a strong understanding of their unique style principles.

He believes technology will only be as prominent as we allow it. While he acknowledges that technology can help designers create the best illustrations and innovative cuts and fabrics, he notes that it can never replace the personal warmth and connection that humans share. He mentions the importance of intimacy when working with clients, such as brides-to-be, and how hearing their stories can inspire him on a different level.

Though interested in learning more about 3D printing, he always ensures that any technological advancements he incorporates into his designs align with his aesthetic and his clients' desires. While he is excited about the possibilities that AI can bring to different industries, he believes that we can only partially predict the extent of its potential. Ultimately, he hopes to be remembered as a versatile designer who stays current with the latest trends while remaining true to his aesthetic.



# I.T. LEADERSHIP SKILLS AND TRAITS FOR SUCCESS IN 2023

**RHYN DARYLL SAGAOINIT**

CREATIVE LEAD

Rhyn has a strong design foundation, he adeptly oversees projects, guiding his team with collaborative flair. From branding to digital experiences, his innovative touch and attention to detail leave a lasting mark. Keen on emerging trends, he infuses versatility into his work, while seeking diverse inspirations to fuel his creativity.



# TECHNOLOGY HAS CHANGED LEADERSHIP POSITIONS TO MATCH DIGITAL AGE NEEDS.

## I.T. LEADERSHIP IS CHANGING IN 2023, REQUIRING A UNIQUE SET OF TALENTS AND ATTRIBUTES. THIS IS WHAT IT TAKES TO BE AN IT LEADER TODAY:

### 1. Visionary Thinking

IT leaders must be forward-thinking in a fast-changing tech ecosystem.

### 2. Flexibility

The digital world is always changing. Successful IT leaders quickly adopt new technology and methods.

### 3. Strong Communication

Cross-functional teams and worldwide cooperation require strong communication. Effective IT executives simplify complicated topics to promote understanding and agreement.

### 4. Emotional Intelligence (EI)

Tech is about humans, not robots. EI helps IT leaders settle disagreements and develop cohesive teams.

### 5. Strategic Risk-Taking:

Good IT leaders who can analyze risks, make educated decisions, and pivot when needed can achieve real results.

### 6. Data-Driven Decision-Making

IT executives that use data to make choices, find trends, and acquire insights have an advantage in leading their organizations.

### 7. Transformational Leadership

IT leaders lead digital transformations. A transformational leadership style that empowers teams to change is effective.



## SAGEN KENN BRIONES

MULTIMEDIA DESIGNER

Sagen is a dynamic and talented multimedia designer whose creative flair knows no bounds. With a passion for visual storytelling and a keen eye for aesthetics, she has established herself as a rising star in the world of multimedia design.

# IN 2023,

**IPHITECH, AN ESTABLISHED  
WEBSITE AND SOFTWARE  
ENGINEERING COMPANY**

**PRIORITIZES THE GROWTH  
AND DEVELOPMENT OF  
ITS LEADERS.**

Our IT leaders possess the essential qualities of creativity, cooperation, and the human aspect of technology to ensure that our attention is not solely directed towards operations, but encompasses all facets of our work.



**iPhiTech** leaders and staff have recreational opportunities to bond and have fun outside of the workplace.

This way, the company can foster emotions such as excitement and joy, which aid in developing leadership skills in both the IT industry and personal lives.



# IPHYTECH'S IT FASHION STATEMENT

## DARSY ESTRADA

MULTIMEDIA PROJECT LEAD

Darsy is a highly accomplished Graphic designer who holds the distinguished title of Multimedia Project Lead. She is known for her exceptional leadership skills and creative prowess in the realm of multimedia production.

Darsy's journey to this leadership position began with her impressive academic journey, culminating in her graduation cum laude from college.



# IT STYLE AND SUSTAINABILITY

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Ethical Tech Fashion is a new trend in fashion and technology. Tech style is about ethics and sustainability, not just trends. These fashion brands are leading the way by prioritizing innovation and responsibility:



# ECO-FRIENDLY SMARTWATCHES

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These smartwatches use eco-friendly materials and cutting-edge technology to reduce your tech accessories' environmental impact.

**JOSHUA ATIM**

WEB ENGINEER

## SOLAR-POWERED

Joshua is a highly skilled web engineer with a passion for crafting digital experiences that are both functional and visually engaging. With a strong foundation in web development and a commitment to staying at the forefront of technology trends, Joshua has established himself as a proficient and innovative web engineer.



# SOLAR-POWERED ACCESSORIES

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From phone chargers to bags with solar panels, these accessories use the sun to charge your electronics.

**CLARK DAVE IBARRETA**

TEAM LEADER

Clark is dedicated to creating a positive client experience. He achieves this by coaching and managing his team effectively. He plays a strategic role in the execution of daily operations, overseeing staff training, team-building exercises, and performance reviews.





# SUSTAINABLE WEARABLE TECH

Imagine fitness trackers and smart clothing built from sustainable materials, combining health tech with environmental awareness.







# ETHICAL HEADSET

Some companies use sustainable materials and ethical production methods to make VR headsets.

# FAIR TRADE TECH

ELIANE JOIE PANTALEON

PROJECT LEAD

## JEWELLERY

From USB drive pendants to tech-themed earrings, these elegant pieces support fair trade and ethical craftsmanship.

Eliane is the motivating force for the project team, ensuring a smooth workflow. With her strong leadership skills, she effectively addresses challenges and fosters teamwork to achieve project goals.



# BIODEGRADABLE PHONE CASES

Replace your phone case with a biodegradable one to reduce tech accessory plastic waste.

# CONSCIOUS COMPUTING BAGS

These laptop bags are manufactured from eco-friendly materials without losing style.



Ethical tech fashion lets you show off your IT passion and save the environment. By supporting these firms, you show that style and sustainability can coexist in technology.

LEAR DACANAY

HR DIRECTOR

# SUSTAINABLE SMART MATERIALS

Fashion-forward firms are mixing fashion and functionality with renewable smart materials.

# COMPETITIVE ADVANTAGE

**RICHMOND L. CARABEO,**  
*MIT, MCT, MCE, MIEE, MOS, ITS*

PSITE CENTRAL LUZON, P.R.O.

## HOW IMPORTANT IS PUTTING A BRAND ON YOUR NAME?

In the professional world, developing a strong personal brand through training and credentials is critical.

These qualifications are critical in establishing one's credibility and knowledge, as well as building confidence among clients, employers, and colleagues. Certifications not only improve professional status but also provide a competitive advantage by demonstrating a dedication to continual learning and specific knowledge acquisition.

In today's cutthroat industries, setting oneself apart from the crowd is paramount, and these credentials serve as a tangible testament to one's dedication and skills.



As an Educator who firmly believes in it, I know that this thing should be shared with others as not everyone has this kind of

nowadays are being tagged with Badges and Certificates. The Translators can be seen on the net.

At the heart of the issue is the concept of credibility, which is crucial in every professional relationship. Certifications and training programs demonstrate an individual's experience and proficiency. In a world when knowledge is easily accessible and expertise is heavily evaluated, having recognized certificates protects you from skepticism and doubt. Clients, employers, and colleagues are more likely to trust someone who has engaged in formal education and skill development. Certification credibility serves as a cornerstone for developing trust-based relationships, which is especially important in industries where expertise is the currency of success.

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## **CERTIFICATIONS, IN ADDITION TO ESTABLISHING REPUTATION, PROVIDE A COMPETITIVE ADVANTAGE IN TODAY'S INCREASINGLY COMPETITIVE EMPLOYMENT MARKET.**

Employers frequently use certifications to filter candidates when they are inundated with applications. A carefully chosen certification can be the determining element in moving a resume from the pile of applicants to the interview table. This benefit is not restricted to job seekers; individuals seeking to improve their careers within their businesses can use certifications to indicate readiness for greater responsibilities.

Furthermore, certain industries have a well-defined professional path that includes specific credentials as prerequisites for rising the ladder. Strategically acquiring these qualifications can serve as a road map for a rewarding and successful career path.

Professional development is a constantly dynamic field, and ongoing learning is essential for flexibility and advancement. Certifications and training programs offer structured ways to stay current on industry trends, best practices, and upcoming technologies. Professionals that pursue these qualifications demonstrate their commitment to remaining at the forefront of their area. This proactive attitude not only improves abilities but also increases confidence in confronting new obstacles.

Certifications provide networking possibilities that go far beyond the course content. Participating in certification programs links individuals with like-minded professionals who share similar goals and problems. These networks act as incubators for idea exchange, collaboration, and mentorship. Discussions within these groups provide varied perspectives on similar problems, frequently leading to new solutions that would not have been thought in isolation. The pooled information inside these networks can be an essential resource for navigating complex issues and making educated judgments. Another good thing here in the Philippines there are many Organizations that incubate and hone ideas of I.T. Professionals or even students from Ideation to Marketing the Idea. This is just one of the many opportunities that Certifications can offer. With this, people can meet someone that can help them add value to their name.



# THE SIGNIFICANCE OF PRESTIGIOUS CERTIFICATES EXTENDS BEYOND PERSONAL VALIDATION.

Industry-recognized certifications are frequently stamped with the approval of reputable governing bodies or institutions (eg. Certiport, CISCO, Microsoft and even TESDA). These qualifications have global recognition, providing a common language that professionals all around the world comprehend. This acknowledgment not only improves an individual's reputation within their immediate professional circle, but it can also lead to requests to speak at conferences, contribute to industry publications, or join influential think tanks. Relating to well-known certificates strengthens one's position as an industry expert and provides doors to leadership roles and other opportunities for influence.

However, smart certification selection is critical. Certifications should be pursued in accordance with one's career path and goals. Before commencing on the path, it is critical to conduct extensive study regarding the importance and recognition of a certification. Certifying bodies should be well-known and respected in the business. Furthermore, the certification's skills and knowledge should directly contribute to the individual's professional goals. A methodical approach to certification selection guarantees that each credential adds significant value to one's personal brand. You can also create a brand on your name by taking different training courses depending on what kind of path you are into. Continue studying (Master's or PhD's) or even self-study. Treat each opportunity like there is no other. In that sense, you will be able to upgrade yourself and promote your Value. This can help you land a better job and get a higher salary.

Finally, stamping a personal brand with certificates and training is a multidimensional strategy with far-reaching consequences. Certifications are powerful tools for job success, from establishing credibility and gaining a competitive edge to fostering skill enhancement and accessing vital networks. The fundamental value of these credentials is found not only in their acquisition, but also in the learning and growth journey they represent. Nonetheless, the process should be approached with caution and strategic vision, with the goal of ensuring that each certification contributes to the overall story of one's personal brand. Certifications serve as beacons of excellence, illuminating the route to a resilient and meaningful professional identity in an era where professional success is founded on a foundation of skill and adaptability. By all of these, you can "PUT A BRAND ON YOUR NAME". as mostly on these certifications are types of credentials that you can add on your name.

# STAYING AHEAD OF THE CURVE

ADRIAN SAHAGUN

FASHION DESIGNER

**THE ART OF FASHION  
TREND FORECASTING  
AND DESIGN INNOVATION**

## MY JOURNEY FROM COMPUTER SCIENCE TO FASHION DESIGN

I am a Computer Programmer-turned Fashion Designer. I Graduated BS Computer Science in the Angeles University Foundation in 2006, and eventually found my love for fashion. I took up fashion designing at the Fashion Institute of the Philippines and graduated in 2012. In terms of accomplishments, I was 2nd place Designer of the Year Awardee by the Fashion Institute of the Philippines in 2012, Top 3 Finalist of the fashion reality show Mega Young Designers Competition All-stars 2013, and the Grand Winner of Stylefestph2019.



Fashion is a form of expression, and people differ with the way they express themselves. Trends are there to serve as a guide of what's new, cool, and in. However, I still believe that an individual's personal style will always make a person feel confident and comfortable- but that personal style with the current trend adds a different vibe to an individual's personal look. Through trend forecasting, designers are also able to update and elevate their designs by incorporating what's new to their fashion pieces.

## WHAT IS TREND FORECASTING AND WHY IS IT IMPORTANT?

Trend forecasting revolves on the season. For summer, we would normally expect something light and fresh. For rainy days, we would expect darker shades and some layering on clothing. While during holidays, specifically December, we would expect sparkly designs. These are some of the basic things we would expect depending on the season. But when designers incorporate a fresh approach, idea, or design on these basics that they think people will definitely

love and purchase, then you could project what would be the trend. Usually, we could see upcoming trends in magazines, fashion shoots, online editorials and other fashion publications. The saying "Fashion repeats itself," is true. If you've noticed, some trends in the past decades have also been making a comeback in the fashion scene- but with some innovations to keep them updated with current society. Personally, I really do not have specific resources, but I would sometimes look-up on the net to see the global fashion trends which I try to re-incorporate with my designs and edit what would be suitable in our country's climate and weather.

## MY SIGNATURE AESTHETIC AND HOW I DEVELOPED IT

Each designer has his own "aesthetic", which is one of the reasons why clients would go and have custom-made clothing done. And this is the very heart of the designer's work which makes him different from others. I remember a question raised during our Mega Young Designers Competition - "Which is the graver sin, lack of taste or lack of style?"

This has been one of the foundations whenever I create a design either as a collection or for a client. Taste would always matter more. Trends would spring out every now and then, but we also have to realize that these trends would not suit everyone. A specific trend may not look good to a specific body-type, and that's where designers do their thing. I would normally ask my clients what they want, and check for their measurements. From there, I try to incorporate what my client wants with what I think would look good on my client's body-type without compromising my aesthetic, and also my client's request.

Since I've been designing since 2012, I was experimental as a designer. I've done avant garde, romantic, feminine, futuristic, street, and other styles. But when I won in Stylefestph2019, where I fused street wear with formalwear, that became the aesthetic and heart of my designs. I try to incorporate street vibes with formal menswear or basic clothing and the result has been fashionably satisfying. Not a lot of designers are able to do menswear and this has been one of the reasons why I've experienced an increase in male clients in the past months. I am also a flexible designer who could do menswear, womenswear, and childrenswear. To be able to design and create garments for different markets is also an edge in the industry.

## **“FASHION IS ALWAYS A COLLABORATIVE EFFORT BETWEEN PEOPLE IN THE INDUSTRY.”**

Designers make-up the design and stylists give a different interpretation to the design based on how they style and mix the outfit with different accessories. When designers are also open to suggestions, stylists sometimes ask for some designs which they think will flourish in the coming months. But these are still subject to the designer's aesthetic and interpretation.

Lately, there has also been a rise with the love of native products such as locally weaved fabrics and materials. Sometimes with the fast-paced era that we have right now, these native resources tend to be set aside in pursuit of something new. However, lots of designers now are incorporating a new twist with these resources to make them current and relevant to the market. Before, you would only imagine a barong as something which could be worn on formal occasions. But now, there have been innovations with the barong such as a bomber jacket made of barong materials and embroidery, or a barong with street vibe or element. By making these native resources relevant to the current market, designers are also able to help local weavers and manufacturers to have sustained visibility and a stable profit.

The digital era has changed the way everyone markets their products. Designers specifically, are also able to extend a higher reach of audiences and clients through utilization of these social media platforms. Not everyone would be willing to spend some amount of money to buy a magazine, but almost everyone nowadays has a phone and a social media account. And this has revolutionized the way we designers also market our products. Clientele is no longer limited to those who are in close proximity to our shops. Because of social media, we're able to gain international clients through promotion of our designs through social media platforms.

**“A TREND COULD BE SEEN ALMOST EVERYWHERE, ESPECIALLY THROUGH SOCIAL MEDIA. HOWEVER, IN MY OPINION, TRENDS ARE NOT FOR EVERYONE.”**

What may be fitting to a specific person may not look good to another and vice-versa. We also have to take demographics into consideration when designing something. For example, a sexy silhouette may not be well-accepted in a specific setting because people in that demographic are known to be conservative. If that's the case, then designers should also be able to adapt in certain situations. At the end of the day, whatever business or industry we are in, it's still important to have a stable income through clients.

To be able to create clothing that makes people of different sizes or body types feel great about themselves is my advocacy. In my opinion, one of the greatest accomplishments as a designer is to be able to give a person a moment to look good, and be confident because of what they are wearing. I've had clients ranging from the undersized to plus-sized. Personally, I feel so much fulfillment whenever I see my clients amazed and happy while fitting their custom-made clothing.



# THE IRCITE EVENT AT BATAAN

Do you know what makes an event worth attending aside from the fact that it's free? The venue! Especially if it's a place as beautiful as Bataan, or Vatan back then. Such a perfect spot for leisure and adventure combined! iPhiTech executives and staff had a great time listening to the innovation seminars while also thinking about which places in Bataan to visit first afterwards

The event underscored iPhiTech's dedication to growth, mirroring Bataan's fusion of history and forward-looking vision. This synergy bore witness to iPhiTech's commitment to progress, encapsulating the essence of IRCITE—where ideas and history converge to inspire innovation.

# BATAAN'S PRIDE PLACES

Bataan offers historical and natural attractions for tourists.

*Visit Bataan for these popular activities:*

# HIKING AND TREKKING

Take a walk through Bataan's scenic path lined up with mountains. Mount Natib, Tarak Ridge, and Mount Samat offer stunning views and vary in difficulty.

# BEACH AND WATER SPORTS

Swim, snorkel, and beach bum on Bataan's coast. Morong and Bagac beaches are popular places to relax, soak up the sun, and swim in clear waters.






## PAWIKAN CONSERVATION CENTER

See sea turtle conservation work at Pawikan. Depending on the season, you may observe hatchlings released into the water, an incredible experience.

## CLIMBING AND RAPPELLING

Try them for adventure. Tarak Ridge and Limutan Falls in Bataan offer some fantastic outdoor activities.



# CHERYL PE

DIRECTOR OF PREMIUM SERVICES AT  
HARTSFIELD-JACKSON INTERNATIONAL AIRPORT

## ELEVATING HORIZONS

Dynamic Path to Event Planning  
Extraordinaire and Visionary of a Private Airport

Ms. Cheryl Pe has spearheaded a \$17 Million 8000 sq ft. Private Terminal for VVIP passengers at the world's busiest airport. As the world's busiest and most efficient airport in the world for 23 years in a row, this terminal is the first private terminal.

# CHERYL

“I am the Director of Premium Services at Hartsfield-Jackson International Airport. My role is to ensure that our VVIP passengers receive the best possible service while traveling through our airport. This includes everything from expedited security screening to personalized assistance with their luggage.”

## ESTABLISHING A PRIVATE AIRPORT

Her inspiration behind this endeavor and how it aligns with her company's vision and vision for herself, she said, “Because Hartsfield Jackson is a hub for 275,000 passengers daily the project was created for passengers who would like to pay a premium for expedited service. Having a luxury hospitality background, I know the demands of high net worth guests or passengers. Time is very valuable to them, and having a private terminal that specifically focuses on each passenger from arrival to departure white glove service is vital.”

## A COMPLEX UNDERTAKING

Ms. Cheryl Pe-Vidal's biggest challenge is being a lead for this project as the first asian female director. The airport is a male dominated industry, so she had to prove to Asian women overseas that a woman immigrant can lead a million dollar project at the world's busiest airport.

## **PRIVATE AIRPORTS OFTEN REQUIRE COLLABORATION WITH VARIOUS STAKEHOLDERS, INCLUDING LOCAL AUTHORITIES AND AVIATION ORGANIZATIONS.**

She managed to build these partnerships and ensure a smooth regulatory process, she said, “Yes, I worked closely with Custom and Borders Protection and TSA. The private terminal is an ‘airport within an airport’, the terminal has its own customs and border protection office and staff during operations.

This project dealt with a number of federal aviation regulations, being compliant to federal rules on a daily basis during the build out and daily operations is important.”

## **“BOTH HAVING THE HOSPITALITY AND REVENUE BACKGROUND WAS A HUGE BENEFIT TO THIS PROJECT.”**

I built the structure of the private terminal similar to a hotel structure - by reservations only. This will keep the exclusivity of the terminal for passengers who are looking for that opulence in travel at the same time optimizing revenue margins.”

## **PRIVATE AIRPORTS OFFER PERSONALIZED TRAVEL EXPERIENCES.**

Ms. Cheryl Pe also said, “Opulence and luxury” were the main focus in building this lounge. “We want the passengers to feel like they are in a five star hotel ambiance. Hiring of staff is vital to the operations. Because you can have the most luxurious lounge but if your staff don’t have the proper training to provide white glove service then luxury is non-existent.”

## **AS A TRAILBLAZER IN THE AVIATION INDUSTRY, THIS IS THE ADVICE SHE WOULD OFFER TO ASPIRING ENTREPRENEURS LOOKING TO VENTURE INTO THE FIELD OF PRIVATE AVIATION OR AVIATION INFRASTRUCTURE DEVELOPMENT**

“Aviation is a large industry to be a part of, you really need to love what you do to be in this field because the first priority is passengers. Passengers that travel miles to see their families, travel to make a living, travel for medical care, travel to make memories with their friends and family. Whether which project or department the venture will be, it is always the passengers’ need and comfort that is important.”

## **SHE SEES THE FUTURE OF PRIVATE AVIATION AND THE ROLE THAT PRIVATE AIRPORTS WILL PLAY IN SHAPING THE TRAVEL LANDSCAPE AND SAID,**

“Europe has a large market of private terminals. From experience, Amsterdam, Frankfurt and Heathrow are my top 3 private terminals internationally. There is a large market of passengers that love the ease of travel, not falling in line, baggage assistance, having the car ready by the aircraft waiting for you. We live in a world where passengers would not mind paying the extra service for ease of travel.”



# THE MARK SHE WANTS TO LEAVE IN THE INDUSTRY

An immigrant from the Philippines can build a 17 Million dollar project at the world busiest airport and that opulence can be achieved in an airport setting and the airport can be a relaxing stop for travel if you plan it correctly.

# THE SCI-FI ALLIANCE OF AI AND ROBOTICS

AI and robotics drive a stealthy technological revolution that affects the environment. Human ingenuity and innovation are creating a science fiction future in the partnership.

AI creates machines that think, learn, and adapt like people. Automation and its partner bring wisdom to life by automating human work. They write a modern story.

A robotic assistant makes coffee and AI analyzes sleep patterns to improve daily life at sunrise. Self-driving automobiles estimate traffic and navigate city roadways using alphabetic symphony.

Challenges and growth coexist. Ethics originate from AI's appraisals of advances and prejudices. The threat of job displacement requires education reform to match an AI-driven job market.

AI and robotics shape humanity's past and future. The story uses binaries and dreams. The combination of AI and robotics will usher in a new era driven by human innovation.

## MICHAEL MAMACLAY

Senior Software Engineer

Michael Mamacalay is a seasoned and accomplished Senior Software Engineer with a wealth of experience in the ever-evolving landscape of software development. With a career marked by technical excellence and a passion for innovation, Michael has established himself as a trusted expert in his field.

# TECH 2023: IPHITECH AND THE AIs

AI integration is seamless with iPhiTech. We specialize in utilizing AI to provide real-time, personalized solutions. iPhiTech utilizes AI to redefine IT, offering updated and high-quality results such as predictive analytics.

In addition to promoting innovation, we also promote an ecosystem centered around AI. In addition to offering products, iPhiTech assists clients in seamlessly integrating

AI and constructing a cohesive digital ecosystem. The ethical quest of the user ensures that AI is utilized for the benefit of humans.

In a world where technology drives progress, iPhiTech leverages AI for growth, cooperation, and limitless potential. In every digital brush, we envision a future where AI serves as the canvas of revolution, rather than being merely a tool.

# IPHYTECH

## WEB WIZARDS, CODE MASTERS, DATA INNOVATORS

### MARTIN DE GUZMAN

Senior Software Engineer

Martin is a seasoned and accomplished Senior Software Engineer with a wealth of experience in the ever-evolving world of software development. With a career marked by technical excellence and a passion for innovation, Martin has established himself as a trusted expert in his field.



# 'S PRIDE

Step into the world of iPhiTech, where innovation is more than a buzzword – it's a way of life. Our team consists of brilliant minds that reimagine possibilities and redefine the tech landscape. From crafting elegant code that seamlessly blends form and function, to envisioning solutions that push the boundaries of what's possible, iPhiTech is at the forefront of IT innovation.

We're more than developers; we're architects of digital experiences that captivate and inspire. Our collaborative ecosystem thrives on creativity, fueled by a passion for turning ideas into tangible realities. With each project, we embark on a new adventure, combining technology and imagination to create something truly remarkable.

## ANTHONY TIANCO

VIDEOGRAPHER/VIDEO EDITOR

Thonz is a versatile and highly skilled professional in the world of visual storytelling. With a passion for capturing the beauty of the world through the lens of a camera, he has carved out a niche as an exceptional videographer and photographer.

# 15 LEADERSHIP IDIOMS REDEFINED

## SU-HOON CHO

Software Engineer

## GREGORIO ARCEO JR

PROJECT LEAD

1. **“Lead by example”** – Inspiring others to emulate and excel.
2. **“Steer the ship”** – Commanding and skillfully navigating the course of a group or organization.

3. **“Wear the pants in the family”** – Holding the compass of decisions, shaping direction and choices.
4. **“Take the reins”** – Directing the collective efforts towards a shared objective.
5. **“Rise to the occasion”** – Scaling the heights of challenges with poise, guiding others through adversity with fortitude.
6. **“Pulling strings”** – Wielding influence behind the scenes, orchestrating actions to achieve outcomes.
7. **“Call the shots”** – Deciding the pivotal moves, steering the trajectory with authoritative choices.
8. **“Level-headed”** – Exuding calmness and rationality in turbulent scenarios, guiding others with a clear mind.

## ROWEL EMPACTA

### WEB DEVELOPER

Rowel is a talented and innovative web developer who is passionate about crafting digital solutions that push the boundaries of online experiences.

Su-hoon Cho, Gregorio Arceo jr.,  
**LEE TIMBO** Lee Patrick Timbol, Mark Angel Dominisac  
 WEB DEVELOPER

**MARK ANGEL DOMINISAC**  
 SUBJECT MATTER EXPERT

9. **“The buck stops here”** – Embracing ultimate responsibility for actions and choices
10. **“A visionary leader”** – A sage guide who foresees the unseen
11. **“A guiding light”** – Illuminating the way ahead with wisdom and inspiration
12. **“A steady hand”** – A dependable presence that offers consistency and reliability
13. **“Sit in the driver’s seat”** – Taking the helm, steering the course, and controlling the direction of endeavors.
14. **“A commanding presence”** – Emanating authority and earning respect, captivating attention with influence.
15. **“A strong hand”** – A resolute leader making tough calls and firm decisions, ensuring the path ahead is unwavering.

# TAKING CARE OF ECONOMIC ECOSYSTEMS:



# A MEETING OF SUCCESS: HOW BUSINESS GROWTH AND NATIONAL DEVELOPMENT FIT TOGETHER

With the help of a careful financial team, iPhiTech makes sure to pay taxes on time and correctly, avoiding penalties and fines. But their compliance affects more than just their balance sheets. By always paying their taxes, iPhiTech is a big part of making sure that important public services and big building projects can be paid for.

iPhiTech's position as a top contributor means much more than just money. It's a sign of commitment, dedication, and purpose coming together. It's a harmony where business excellence and social progress go hand in hand.

Through careful tax compliance, iPhiTech shows that good business practices can change the world. When clients work with this well-known company, they not only get great services, but they also take an active role in helping the country grow and improve as a whole.

As iPhiTech continues to be a shining example of good corporate citizenship, it serves as a powerful reminder that the path of a country's progress is shaped not only by policies and politics, but also by the unwavering commitment of entities that understand the deep implications of responsible taxation. This commitment is what really drives national growth.

**RAFFY SALAYON**

CORPORATE AUDITOR

# ANNA RODRIGUEZ

## INSPIRATIONAL STORIES

Anna Rodriguez, or Annie as everyone calls her, is the first account executive hired by iPhiTech, a web and software engineering company that provides cutting-edge solutions to various businesses. She has worked in this role for more than a year and loves being part of the growing iPhiTech family.

Before joining iPhiTech, Annie had a different career path. She worked in the BPO industry as a merchant support and business insight analyst. For three years, she worked from home and felt isolated and bored. She did not receive proper training or support from her previous company, which made her feel unfulfilled. She struggled with low self-esteem and a lack of trust in herself and her abilities.

In search of a new challenge and happiness in her career, she decided to explore other opportunities. Eventually, she applied for a job at iPhiTech with the hope of finding a more fulfilling and rewarding role.

# RODRIGUEZ'S

SENIOR ACCOUNT EXECUTIVE

## WORKING AT IPHYTECH HAS BEEN A LIFE-CHANGING EXPERIENCE FOR ANNIE

She has an amazing team of young, intelligent, and supportive colleagues who help her grow and learn every day. She also has a supportive manager who guides her and gives her feedback, a visionary CEO who inspires her and fills her with knowledge.

Annie found inspiration from iPhiTech to persevere and grow in difficult times, both in her career and personal life. She overcame depression and regained her confidence and self-trust. Annie learned to approach challenges and opportunities with a positive attitude, becoming more resilient and calm during stressful situations. Most importantly, she learned to value herself and her work.

## ANNIE IS HIGHLY MOTIVATED BY THE STEVE AND MARK PROGRAM, A DISTINCTIVE INITIATIVE ESTABLISHED BY THE IPHYTECH CEO.

The program focuses on supporting Filipinos in becoming CEOs of their own companies. Annie has always aspired to become a successful entrepreneur and dreams of operating her own business someday. She is determined to retire as a CEO rather than an employee. The Steve and Mark program provides Annie with hope and guidance to turn her goal into reality.

This is the inspirational story of Anna Rodriguez, an account executive at iPhiTech who has overcome many challenges and achieved many goals in her career and in her life. She is happy, fulfilled, and driven by her passion and vision. She is an inspiration to many people who want to pursue their dreams and make a difference in the world.

# ACCOUNT EXECUTIVE, FERLAN LEBRADO'S STORY

He had high aspirations as a young man but needed more focus and purpose. Biology, information technology, and engineering were just a few of the subjects he attempted but needed to be more passionate about. Because of his depression, he stopped caring about his job.

His father was a pastor, so he attended Bible college despite having no interest in following in his footsteps. He had a strong sense of alienation and isolation. For company and purpose, he yearned. He was looking for anything to push him to new heights. He was searching for a means to restore his sense of vitality.

He was employed by the business process outsourcing firm Telstra, but he never felt like he belonged there. He sat in a cramped chair and watched the minutes tick by while he fielded calls. He was bored to death and antsy. He yearned to contribute to the greater good.

After a year, he and his brother fled due to the epidemic and relocated to Clark, Pampanga. The firm “TaskUs” caught his eye, and the prospect of working there appealed to him.

Someone he met altered the course of his life. Sir Mark Enriquez was the head and CEO at iPhiTech. Something about Ferlan he admired that he didn't appreciate in himself. He welcomed him to work with him and served as a mentor.

His interest in addressing problems led him to a career in information technology. He always looked for new issues that would stretch his reasoning and imagination. He took pleasure in solving problems and expanding his knowledge.



In IT, he discovered, the focus is on solving problems in a novel way. There was a wide variety of complexity and depth to the IT industry's issues. The ability to think technically, analytically, critically, and creatively was essential for addressing IT issues.

He went into IT because he wanted to make an impact with his problem-solving talents in the real world. His interest in IT and subsequent career in the field were motivated by his desire to solve problems.

He developed professionally, personally, and spiritually during his time at iPhiTech. He found a happy medium between overconfidence and pessimism in his professional life. Both his effort and efficiency improved. Both the quantity and quality of his work increased. His work was stimulating, stimulating, and fulfilling. His superiors and coworkers were terrific people who helped and encouraged him.

In his life and work, he encountered several obstacles. He had to learn to be ready for the worst-case scenario. As a result, he now exercises extreme caution before making any choice. He had to learn to remain watchful and observant at all times. After making inevitable mistakes, he realized the need for humility.

# FERLAN

There were many opportunities for him to seize as well. He learned to consider the pros and cons of every scenario. He knew to weigh the benefits and drawbacks of every choice he made.

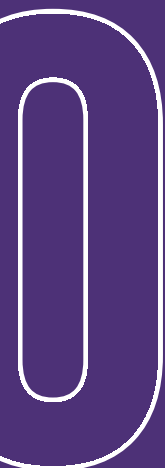
He was able to push through obstacles and develop as a person because of his dedication to iPhiTech. It inspired him to take on the difficulty, go through to success, and reflect on the experience with thankfulness.

# LEBRADO

By remaining open and inquisitive, as Ferlan did, anyone can discover their life's true calling and thrive professionally. He demonstrates that everyone may journey from obscurity to clarity and assurance.

His example shows that  
**it is possible to find  
one's strengths and  
passions through hard  
work and bravery**

Ferlan's tale may encourage  
you to discover your own  
meaning and drive in life.



# ANDREA HIZ

## INTERIM CORPORATE RELATIONS AMBASSADOR

Mrs. Andrea Hizon is an IT graduate passionate about digital marketing and social media. When she was still a student, she started selling digital services in her community and saved up money to invest in different ventures.

She also created social media content to educate people about the importance of managing expenses and doing self-care. She paused content creation while preparing for her career but continued learning and improving herself.

She joined iPhiTech as a graphic designer after realizing that programming was not her forte. She wanted to do something more creative and fulfilling, and she found her talent for graphic design in the multimedia industry.

# ON'S STORY

Along the way, she also developed her writing and quality assurance skills, making her a valuable employee. And after a while of working in iPhiTech, she was promoted to Interim Corporate Relations Ambassador.

Working at iPhiTech has been a rewarding experience for her. It has helped her grow professionally and personally. She learned that everything she does has a purpose and not just a plain responsibility. She also learned to balance her priorities in life and work and value herself and her work.

iPhiTech inspired her to work hard for her goals and overcome any challenges that come her way. She faced some tough times in her career and life but never gave up. She learned to be more resilient and calm in stressful situations and to focus on what she can improve.

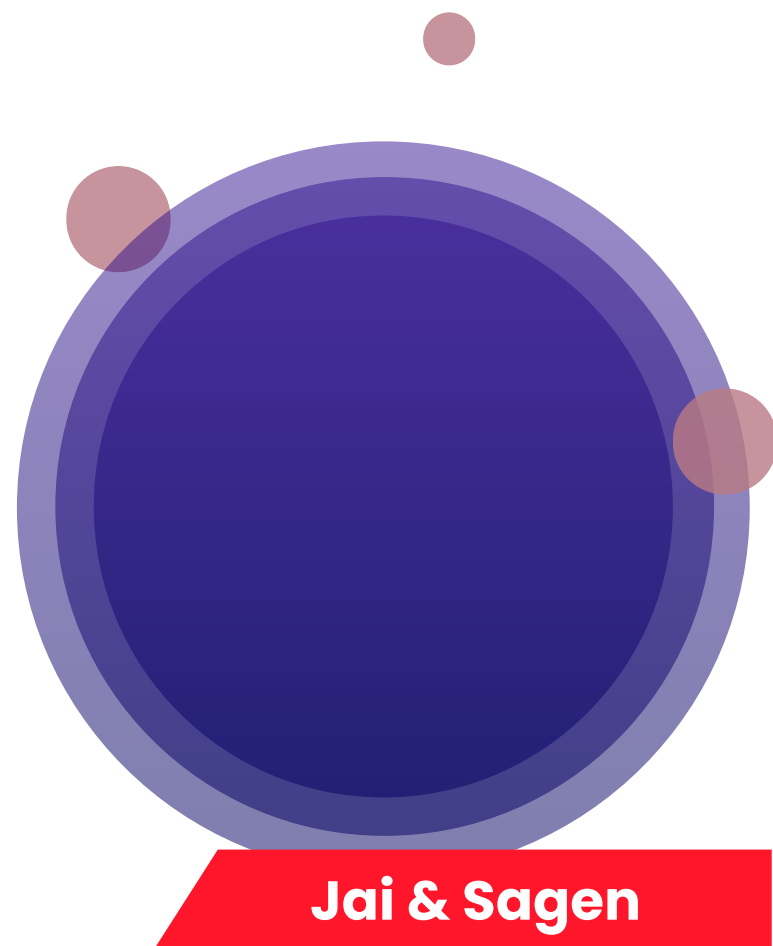
She also learned to let go of negative people and things that did not add value to her life. iPhiTech helped her practice maturity and professionalism and balance her time and effort.



# MAKING A DIFFERENCE THROUGH SOCIAL INITIATIVES AND COMMUNITY EFFORTS WITH **FILVAN** AND **BEANICKI**

iPhiTech is a digital marketing agency and developer of IT solutions, and it operates two digital services called FilVan and Beanicki. Web design, content writing, social media management, graphic design, and more are just some of the many services offered by FilVan, a group of Filipino virtual assistants. Beanicki is an invitation-only employment board for Filipino IT workers to network with employers in their area and throughout the world.

Both FilVan and BeaNicki are doing great things for their communities and the world at large, in addition to offering excellent customer service. This page will discuss some of FilVan and BeaNicki's most noteworthy contributions to date.



## **FILVAN:** **EMPOWERING FILIPINO VIRTUAL ASSISTANTS**

The members of FilVan are more than simply a group of virtual assistants; they are also a group of learners and leaders who help each other grow professionally and personally.

Through free training and webinars, FilVan hopes to equip Filipino virtual assistants with tools and strategies to advance in their careers. Experts and mentors with a wealth of experience lead these trainings and webinars.

After rigorously screening firm and agency postings, FilVan also provides its users with exclusive and genuine job postings. Regular updates to these job ads provide virtual assistants with new options to work with respectable clients across various sectors.

FilVan members can take advantage of bargains and discounts on a wide range of services and products designed to help them become more proficient in their chosen fields and expand their online enterprises.

## **BEANICKI:** **CONNECTING IT PROFESSIONALS WITH OPPORTUNITIES**

BeaNicki is an online platform that introduces qualified IT professionals to businesses all over the world that are actively hiring. BeaNicki is a job-finding platform for information technology (IT) professionals. It offers premium job postings, career advice from industry experts, a streamlined application process, protection of users' personal data, and more.

As a bonus, BeaNicki streamlines and accelerates the hiring process for IT experts and businesses. IT professionals can boast about their many accomplishments and qualifications in this profile.

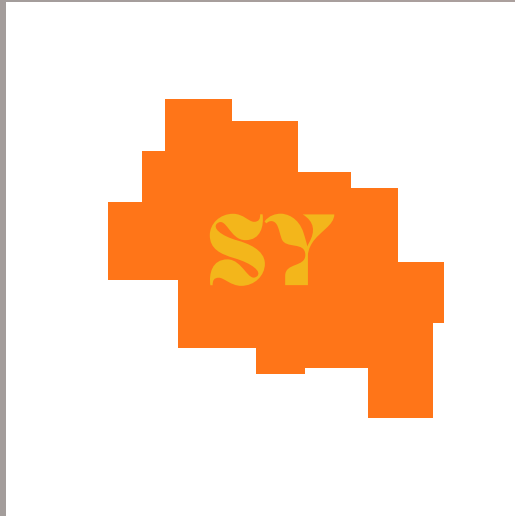
Employers can search the database for suitable applicants and contact them easily. Throughout the employment process, Beanicki provides both parties with feedback and assistance.

Beanicki thinks that by reducing the application process and connecting IT workers with opportunities, they may assist each other in reaching their full professional potential.

# JOSHUA KHALED VALDEZ

MULTIMEDIA DESIGNER

Traditionally our industry has used Lorem Ipsum, which is placeholder text written in Latin. Unfortunately, not everyone is familiar with Lorem Ipsum and that can lead to confusion.



# OUT NOW!



## JOSHUA KHALED VALDEZ

MULTIMEDIA DESIGNER

Khaled is a multi-talented creative force, known for his dual roles as a multimedia designer and also an indie recording artist.

With a passion for both visual and musical expression, Khaled seamlessly navigates the worlds of art and music, leaving an indelible mark in each.

# UNLEASHING THE POWER COUPLE: MODERN TALENT STRATEGIES FOR WORKFORCE EXCELLENCE

MR. DEEPAK & MARIA SUYAT - NAIR

Step into the world of workforce excellence, where talent strategies ignite the flames of success. I am thrilled to be your guide on this captivating journey, blending personal and professional experiences to unlock the secrets of mastering workforce excellence through modern talent strategies.

As a seasoned Computer Engineer, my career has taken me on a remarkable path through the realms of IT and BPO. Along the way, I have witnessed the transformational power of talent strategies in shaping the destiny of organizations, both big and small. With a penchant for exploring new frontiers, I have ventured into the fascinating world of small and growing businesses, lending my expertise to help them thrive in the digital Age.

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So, fasten your seatbelts and prepare for an exhilarating adventure as we embark on the journey of mastering workforce excellence through modern talent strategies. Brace yourself for insights, inspiration, and a dash of spice as we navigate this transformative landscape together. Welcome to the world of limitless possibilities. Welcome to the pursuit of workforce excellence!

In today's fiercely competitive business arena, workforce excellence has emerged as the guiding principle for organizational success. The quest for excellence has become the holy grail that every company craves. But what does excellence truly mean in the context of today's dynamic landscape? Let us embark on a journey to explore the key components of modern talent strategies that fuel workforce excellence.



## DEFINING EXCELLENCE

Workforce excellence encompasses more than just the skills and expertise of individual employees. It is a holistic approach that integrates talent management, cutting-edge technologies, innovation, diversity and inclusion, and effective remote work partnerships. This dynamic duo is the secret sauce behind an organization's ability to drive growth, conquer market challenges, and stay ahead of the game.

## TALENT MANAGEMENT

At the heart of workforce excellence lies talent management, the powerhouse that nurtures and harnesses the potential of employees. By implementing strategies that attract, develop, and retain top talent, organizations can build a strong foundation for success. Talent management enables the alignment of individual goals with organizational objectives, resulting in enhanced productivity, engagement, and loyalty.

## TECH AND TRENDS: COLLABORATING FOR EXCELLENCE

The marriage of cutting-edge technologies and modern talent acquisition and retention trends is an essential catalyst for workforce excellence. Innovative platforms and tools streamline the recruitment process, identify top performers, and provide insights for effective talent development. Leveraging artificial intelligence and data analytics allows organizations to make data-driven decisions, optimize employee performance, and anticipate future skills requirements.

## SKILLFUL SYNERGY: EMPOWERING EMPLOYEES FOR ADAPTATION

In an ever-changing world, organizations must empower their workforce with the superpowers needed for innovation and adaptation. Continuous learning and development programs, coupled with a culture of agility, enable employees to acquire new skills, embrace change, and seize emerging opportunities. By fostering a growth mindset, organizations can build a workforce that embraces challenges as steppingstones to excellence.

## INCLUSION INSIGHTS: UNLEASHING THE POWER OF DIVERSITY

Embracing diversity and inclusion is a keystone in achieving workforce excellence. Organizations must adopt strategies that create an environment where every individual feels valued, respected, and empowered to contribute their unique perspectives. Diversity fosters innovation, fuels creativity, and drives collaborative problem-solving, resulting in a dynamic duo of inclusion and productivity.

## REMOTE WORKS REIGN: A POWERFUL PARTNERSHIP

The advent of remote and hybrid work models has reshaped the dynamics of workforce excellence. Organizations must forge powerful partnerships with their remote workforce, ensuring effective communication, collaboration, and support. Embracing digital tools, establishing clear expectations, and prioritizing work-life balance are keys to sustaining excellence in performance regardless of location.

## SUCCESS STORIES: EMULATING BEST PRACTICES

Various influential companies have harnessed the power of talent to achieve workforce excellence. Google is known for its innovation-oriented culture, encouraging employees to spend 20% of their time on passion projects. Netflix prioritizes talent density over a bloated hierarchy, promoting a high-performance culture that attracts top talent. Such success stories inspire organizations to embrace flexible talent strategies, foster a culture of trust, and create an environment where excellence thrives.

## DIGITAL TRANSFORMATION HEROES: DRIVING EXCELLENCE TO NEW HEIGHTS

In the age of digital transformation, data analytics and artificial intelligence emerge as the dynamic duo in modern talent management. These technologies unlock valuable insights, enabling organizations to make informed decisions in talent acquisition, development, and performance evaluation. By leveraging the power of AI and data analytics, organizations can optimize their talent strategies, identify emerging trends, and drive excellence beyond traditional boundaries.

Mastering workforce excellence requires a strategic blend of talent management, cutting-edge technologies, and a culture that embraces diversity, inclusion, and adaptability. By nurturing a dynamic duo of innovation, collaboration, and continuous learning, organizations can unlock the full potential of their workforce and create a sustainable path to success in today's competitive landscape. Remember, workforce excellence is not just a goal—it is a shared commitment to unlocking the collective potential that lies within. Embrace the power of modern talent strategies and embark on a journey towards greatness. The future is yours to shape.

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# BUSINESS SPOTLIGHT:

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## UNLOCKING AI-POWERED MARTECH

**MAURICE BRETZFIELD**

AI AND DIGITAL MARKETING CONSULTANT

A Digital Strategist with more than forty years of experience in Business Management, Business Systems, Information Architecture, Digital Marketing Strategy & Systems Development, and Team Building. He has been creating profitable solutions for clients in their internet development strategies since 1995. His clients have included Sony Music, The Walt Disney Company, Microsoft, Viacom, and many more.

**STRATEGIES  
FOR ASIAN  
ENTERPRISES  
EYEING GLOBAL  
MARKETS**

The Founder and CEO of [digiquation.io](https://digiquation.io), a Digital Marketing Consultancy specializing in Marketing Technology (MarTech) Consulting and strategy development; we solve significant problems with full-stack design and targeted solutions, now enhanced with AI-powered tools.

Maurice has been helping organizations increase their revenue and decrease costs using the power of AI and MarTech to build a competitive edge through employee education, training, and development.

[Maurice Bretzfield](#) is an AI and Marketing Consultant, helping organizations increase revenue and decrease costs using the power of AI and MarTech to build a competitive edge through employee education, training, and development. He is the Founder and CEO of [digiquation.io](https://digiquation.io), a Digital Marketing Consultancy specializing in Marketing Technology (MarTech) Consulting and strategy development; we solve significant problems with full-stack design and targeted solutions, now enhanced with AI-powered tools. Stay on top of the game with our insightful articles and product reviews of MarTech tools published five days a week. You can follow Maurice on his website and his [LinkedIn profile](#).

**The rise of MarTech (Marketing Technology) offers promising avenues for Asian enterprises, especially with the integration of Artificial Intelligence (AI).**

Leveraging these tools effectively can significantly boost an enterprise's global outreach. Here are detailed recommendations for Asian businesses based on the provided search results and existing knowledge:

### **Maximize the Current MarTech Stack:**

According to a study by Gartner, MarTech utilization has experienced a drop from 58% to 42% in 2022[1]. For Asian enterprises to truly harness the power of MarTech, it's imperative to use their existing stack to its maximum potential. This process demands regular audits to assess tool effectiveness, rigorous performance checks to ensure ROI and timely optimizations based on the latest market trends. These measures are necessary for even sophisticated tools to deliver the desired outcomes.

### **Infuse Tech Goals with Performance Objectives:**

The optimization of MarTech doesn't merely revolve around technological fine-tuning; it's about aligning these tech goals with overarching business objectives[1]. By ensuring MarTech tools resonate with the company's vision and mission, they can be fine-tuned to effectively address both current and future needs, bridging the gap between tech capabilities and strategic business goals.

### **Embrace Data-Driven Strategies:**

In today's hyper-competitive landscape, marketers are shifting to data-driven strategies. Integrating AI and Machine Learning (ML) platforms[2] provides a significant advantage. These tools enhance targeting precision, foster advanced segmentation, and guarantee personalized engagement, ensuring companies effectively resonate with their global audiences.

### **Integration for Holistic Customer Views:**

For Asian businesses to thrive in global markets, a comprehensive understanding of their customer base is crucial. This involves amalgamating multiple data sources to produce data lakes, ensuring a 360-degree customer view. Such an integrated perspective enhances predictive capabilities, aiding businesses in forecasting market dynamics and customer behavior.

### **Prioritize AI Investment and Talent Acquisition:**

More than merely investing in AI is needed. Companies that simultaneously invest in AI and acquire talent consistently outpace competitors. Asian enterprises must prioritize AI-embedded MarTech tools and focus on hiring adept professionals, such as data scientists and software engineers, who can seamlessly integrate AI into marketing modules.

### **Enhance Team Diversity:**

Research suggests that diverse teams drive superior results. Prioritizing gender and ethnic diversity is not just a moral imperative; it directly correlates with enhanced performance, especially in AI teams[5]. A broader spectrum of perspectives leads to more innovative solutions.

### **Leverage Agile Methodologies:**

Agility in MarTech is indispensable in an ever-evolving market. Adopting agile methodologies ensures that businesses remain adaptable, easily catering to rapid market shifts, evolving consumer needs, and technological advancements.

### **Focus on Upskilling and Reskilling:**

Enterprises should look inwards rather than solely depending on external hires. Upskilling the existing workforce is a sustainable talent-sourcing strategy. Additionally, focusing on diverse recruitment channels further strengthens the talent pool, bringing in a rich array of perspectives.



# Promote Collaborative Platforms:

In the age of digital transformation, implementing digital-first marketing assets and collaborative platforms is non-negotiable. Such tools streamline workflows, enhancing marketing strategies' efficiency and ensuring they're attuned to global market nuances.

## Stay Updated with Global Trends:

For Asian enterprises eyeing global prominence, staying updated with global MarTech trends is fundamental. Engaging in symposiums, referencing global case studies, and networking with international marketing experts can offer invaluable insights and foster growth strategies

## In conclusion,

For Asian enterprises eyeing global prominence, staying updated with global MarTech trends is fundamental. Engaging in symposiums, referencing global case studies, and networking with international marketing experts can offer invaluable insights and foster growth strategies

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# TOURISTS IN THE PHILIPPINES:

## HOW TO GET YOUR VALUE-ADDED-TAX BACK

The Philippines is a stunning country with many landscapes and a welcoming population. Tourists flock there to take in the sights, participate in the activities, and sample the cuisine. However, Value-Added Tax (VAT) on products and services can make a pricey trip to the Philippines.

Thankfully, there is a way for travelers to recoup part of the VAT they paid on their purchases.

This is possible because of the Value-Added-Tax (VAT) return system, which allows qualified travelers to get back some of the VAT they paid when shopping. This essay will describe the value-added-tax (VAT) return system, including its mechanics, necessary paperwork, and pros and cons.

# IN THE PHILIPPINES, HOW DOES VALUE- ADDED TAX WORK?

Sales, exchanges, and rentals of products and services in the Philippines are subject to value-added tax, or VAT. The general value-added tax rate is 12%, meaning for every 100 pesos you spend, 12 pesos go towards VAT. However, agricultural goods, literature, educational services, and so on are either VAT-free or VAT-reduced.

The Bureau of Internal Revenue (BIR) is the tax authority in the Philippines. VAT is collected by registered businesses from their consumers and remitted to the BIR. Official receipts or invoices must reflect the VAT amount for each transaction a business issues.

The American Chamber of Commerce (AmCham) of the Philippines North Luzon had a General Membership Luncheon Meeting on May 29, 2023. At the occasion, Assistant Secretary Juvy C. Danofrata of the Department of Finance discussed recent changes to VAT and the prerequisites for obtaining a VAT zero rating.

Our team at iPhiTech attended the event, and we thought this topic was insightful and could be worth passing along to help you.



## WHO IS ELIGIBLE FOR A VAT REFUND, AND WHAT ITEMS QUALIFY?

The Philippines is a stunning country with many landscapes and a welcoming population. Tourists flock there to take in the sights, participate in the activities, and sample the cuisine. However, Value-Added Tax (VAT) on products and services can make a pricey trip to the Philippines.

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Visitors outside the Philippines who buy products within the country and take them out of the country within ninety days of purchase are eligible for a VAT refund, per BIR Revenue Regulations No. 4-2019. You can only get these items from legitimate retailers proudly showing the "Tax-Free" logo or symbol.

You can get a VAT refund on the following:

- General goods such as clothing, accessories, souvenirs, etc.
- Jewelry such as pearls, precious stones, metals, etc.
- Artworks such as paintings, sculptures, antiques, etc.
- Electronics such as cameras, laptops, phones, etc.

However, the VAT refund is not available for the following:

- Travel-related services, including lodging, transportation, and sightseeing.
- Products that are used up quickly, such as food, drink, tobacco, etc.
- Products that violate legal restrictions, such as weapons, drugs, and so on.

# WHAT YOU NEED TO KNOW ABOUT FILING FOR A VAT REFUND.

Tourists can get their money back by following these steps to get a VAT refund:

1. Shop at accredited establishments that display the “Tax-Free” logo and ask for an official receipt or invoice that shows the amount of VAT charged on each purchase.
2. Before leaving the Philippines, go to the designated VAT refund counters at international airports or seaports and present your passport, boarding pass or ticket, official receipts or invoices, and purchased goods for inspection.
3. Fill out and submit the VAT refund application form, and choose your preferred mode of payment (cash or credit card).
4. Receive your VAT refund after verification and approval by the BIR personnel.

Each visitor can receive a VAT refund on purchases totalling a minimum of 5,000 pesos. Each visitor can reimburse up to 10,000 pesos in cash during their stay. Any overage will be credited back to the original credit card used.



# YOUR PORTFOLIO. YOUR TICKET TO SUCCESS.

Your portfolio is your digital showcase, your personal brand's spotlight. It's not just a collection; it's a visual journey that speaks volumes about your skills and potential.

Portfolios are your chance to shine as an artist, designer, writer, or developer. It should captivate and show your flair. Make a lasting impression with clear layouts, high-quality graphics, and a consistent color palette.

From passion projects to client work, each piece should be unique. Your portfolio shows your passion and skill, not just your work. Keep it updated and watch exciting chances open.

# GET A JOB IN 6 EASY STEPS!

Get a Job in 6 Easy Steps!

1. **A strategic approach:** Make sure that the jobs you apply for match your skills and goals.

2. **Targeted resumes:** Tailor resumes to fit specific job descriptions and highlight experiences that are important.

3. **Write dynamic cover letters** - Show your excitement to apply and why you are the right person for the job.

4. **Actively network:** Talk to people who work in your area to find hidden opportunities.

5. **Build a consistent, positive online profile** - Amaze potential employers with your background and job experiences.

6. **Widen your horizons** - Think about working from home or as a freelancer.

Free eBooks and other resources are provided to keep VAs equipped with the skills and knowledge they need to stay ahead of the curve in freelancing.

From creating your personal brand as a freelancer, to building your own portfolio and attracting more clients, FilVAn makes sure they are able to provide necessary assistance. It's our unique way of helping fellow Filipino VAs achieve their dreams.

Freelancing offers freedom, but navigating it alone can be overwhelming. That's where FilVAn can become a valuable partner to anyone looking for a stable source of income and more clients. We're happy to help independent professionals reach new heights in their careers, and we intend to keep doing so indefinitely.

THE • —————  
**ASIA CEO**  
HIGHLIGHTING LEADERSHIP EXCELLENCE

Asia CEO Forum Is The Largest And Only National Business Event Series In The Philippines. The Region's Most Senior Leaders Join Us For Events In Key Cities Across The Country. Presenters Are Leaders In Their Industries And Engaged In Momentous Pursuits Of Significance To The Asia Pacific Region. Our Events Serves As A Hub For Relationship Building And Business Growth.