



The ASIA ORGANIZATION DEVELOPMENT NETWORK

presents

2010 Asia OD Summit: “Transforming Asian Organizations towards Global Competitiveness and Sustainability”

October 27-29, 2010 | Ateneo De Manila University, Quezon City, Philippines

ASIA OD SUMMIT 2010 PROGRAM

OCTOBER 26, 2010 (Tuesday)	
TIME	ACTIVITY
09:00 AM – 04:00 PM	AODN Board Meeting @ Richmonde Hotel, Ortigas
05:30 – 08:00	Early Registration Sponsored Welcome Reception @ Richmonde Hotel, Ortigas <i>This is a simple cocktail reception for the Summit organizers to welcome foreign delegates and provide early opportunities to network with other local OD practitioners and academicians.</i>
OCTOBER 27, 2010 (Wednesday)	
TIME	ACTIVITY
08:00 AM – 09:00	Registration Mixer & Expectation Setting <i>Informal “structured” conversations over coffee. The participants will share their organization’s challenges, transformation difficulties and personal expectations from the Summit.</i>
09:00 – 09:45	Opening Invocation by Fr. Joey Cruz National Anthem Drumstart
09:45 – 10:15	Welcome Remarks From AODN – Mitsch Tapia, Summit Co-Chair From Ateneo – Dr. John Paul Vergara, VP Loyola Schools Presentation of Summary of Expectations & Overview of Conference – Dr. Edna P. Franco, Summit Co-Chair
10:15 – 10:45	COFFEE BREAK
10:45 – 11:45	Introduction of Keynote Presenter Keynote Presentation - Dr. Chris Worley
11:45 – 01:00 PM	LUNCH Sponsors’ Exhibit
01:00 – 03:00	Plenary Symposium: Transforming Asian Organization <i>This symposium features the results of a cross-cultural research project entitled “Transforming Asian Organizations.” The research aimed to test a model describing the factors that influence employee commitment attitudes towards change among Asians. Specifically, the model looks at the role of change management, leadership and organization culture and how these relate to change attitudes: readiness, perceived effectiveness and commitment to change. Surveys were administered in each country among workers in organizations that have transformed in the past 5 years. The organizations come from a cross-section of industries. The symposium features papers from:</i> <ul style="list-style-type: none"> • Philippines (Ma. Regina Hechanova, Ateneo de Manila University) • Thailand (Panjamaporn Sethjinda, Assumption University) • Indonesia (Janthi Munandar, University of Indonesia) • Malaysia (Santhidran, UTAR & Jun Borromeo, Asian Institute of Management)



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03:00 – 03:30	BREAK
03:30 – 05:00	<p>CONCURRENT SESSION A: TRANSFORMING THE ACADEME</p> <p>The Role of Psychological Capital and Leadership Style on Readiness for Change by Alice Salendu <i>This presentation focuses on the relationship between psychological capital, as an individual factor, and transformational leadership style, as an organizational factor towards readiness for change, among the faculty members in the University of Indonesia. Even though the University of Indonesia is one of the leading universities in the country, it believes that changes have to be made to compete in the global market. Being in the education industry, the faculty members are the ones who will be directly affected by these changes. The question therefore is, “are they ready to adapt to these change? Do Psychological Capital and Transformational leadership style have a significant impact to readiness for change among these faculty members?”</i></p> <p>Motivating Departmental Change and Transformation in Indonesian University by Wilman Dahlan Mansoer and Wustari Mangundjaya <i>University X in Indonesia at present is in the process of transformation toward World Class University, This paper outlines and discusses about the process of change and transformation a change management program undertaken at Dept Z. This paper will discuss the change process starting with diagnosing organizational system as an open system, from organization level, group level and Individual level, and followed by collecting data using questionnaires, observation and interviews, the researchers then analyzed the diagnostic information. The results showed that there are some issues that should be resolved namely: organization effectiveness, staff development (individual effectiveness), climate of the organization, and team effectiveness. The intervention design was set up to implement the changes using Human Process intervention, and after about one year the academic climate, team and individual performance, job satisfaction, quality of work life as well as team effectiveness has been improved quite tremendously</i></p>
03:30 – 05:00	<p>CONCURRENT SESSION B: TRANSFORMING THE MNC</p> <p>The Organization Transformation Journey (People Results that Create 10x ROI [Return on Investment])by Jerry Perez de Tagle & Bjorn Martinoff <i>The session will tackle global competitiveness and sustainability through organization transformation applications. The session will share examples, tools, and techniques that address the “two-pronged bottom-line” of people and profits used by Integrative Learning (IL) International and applied with multinational clients in Malaysia, the Philippines, and the US, participants will also gain access to achieving a minimum 10x return for leadership development programs. These programs target the individual and the organization alignment, while at the same time looking deeply on how to implement positive and holistic change in the organization. If applied properly, these programs create unprecedented results in the whole organization.</i></p>



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	<p>The Transformation of IBM as The World's First Globally-Integrated-Enterprises by Cor Suarez</p> <p><i>This presentation will discuss the transformation of IBM into the world's first Globally Integrated Enterprise. It describes the changes that took place and give examples of specific programs / processes that were implemented globally to ensure that IBM addressed its compelling areas for change.</i></p>
<p>03:30 – 05:00</p>	<p>CONCURRENT SESSION C: TRANSFORMING GOVERNMENT</p> <p>Evolvement of OD in the Singapore Public Service by Christian Chao and Alexia Lee Ying Hui</p> <p><i>This presentation showcases Singapore Public Service (SPS) that began its OD journey way back in 1995. At that time, SPS was cognizant that it needed to be future oriented in its policies and reforms to meet the high expectations of the standards by the public. It realised the need to have a change ready environment in order to do so. As such, Public Service 21 (PS 21) movement that emphasized on the importance of change to bring about improvement in the SPS was launched in 1995. The PS 21 movement was the very first OD intervention that involved all public agencies in Singapore. OD in the Singapore Public Service has evolved considerably since its start in 1994. Starting basically with nothing, PS 21 movement brought about other interventions at the organisational, group and team level.</i></p> <p>Model for Organizational Capacity Development via Official Development Assistance: Experiences of the Philippines-Australia Human Resource Development Facility by Milalin Javellana</p> <p><i>The Philippines-Australia Human Resource Development Facility (PAHRDF) is a 5-year AusAID initiative designed to build capacity for non-profit organizations in the areas of administrative governance, people and organization development, and service delivery. The proposed presentation builds on the challenges and nuances of organization development in the ODA context. It describes how the Facility evolved a model for Capacity Development to rationalize HR/OD assistance, particularly in the public sector, and to anchor its monitoring and evaluation. Engagement approaches and mechanisms- from targeting to diagnosis, intervention design, implementation, and evaluation- are described. Successes, lessons learnt and challenges for the future of ODA-initiated capacity development in the Philippines will also be presented.</i></p>
<p>03:30 – 05:00</p>	<p>CONCURRENT SESSION D: TRANSFORMING NON-PROFIT ORGANIZATIONS</p> <p>Children’s Hour: The Success of One Hour in 10 campaign years by Evangeline Mayuga</p> <p><i>Children’s Hour is a non-profit organization that call upon employees to give one hour’s worth of annual earning to fund projects for children. Now on its 10th campaign year, it has focused on flagship projects that are longer-term, sustainable and with more impact. Fueled by the strong support of volunteers, it is a story of growth and how a one-time campaign transformed into a sustainable organization that remains relevant in the marketplace.</i></p>



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	<p>Organization Paradigms and Effectiveness in Non-Government Organizations: Implications for OD by Chona Sandoval</p> <p><i>Organizing paradigm is defined as the orientation by which NGOs are structured, managed and directed. It determines the structure; the leadership approach; the way development workers view their employment; the manner in which funds are generated, allocated and reported; the method in which programs are planned, implemented and evaluated; and the way the organization relates with stakeholders. Exploratory research found significant correlations between organizing paradigm and organizational effectiveness, particularly those variables that are unique to Philippine NGOs. The study proposes an organizational development (OD) framework and tool that is appropriate to the social development context.</i></p>
<p>03:30 – 05:00</p>	<p>CONCURRENT SESSION E: TRANSFORMING THE FAMILY BUSINESS</p> <p>The Duo Action Researches in Professionalization of a Thailand’s family business to strengthen competitiveness and enhance organization sustainability with Spirituality at Work by Thanasarn Hongpaisanvitat and Tanunchanoke Dounglomchunt</p> <p><i>Asia has been the source of several spiritual practices since an ancient time (e.g. mindfulness meditation, praying, inner power practices, and etc.) In addition, spiritual topics especially “meditation practices” are received significant interest in the western world in recent years. However, bringing it at work to the larger group of population has gain substantial attention in the new age management. This presentation showcases the impact of a leadership development program that includes spirituality in the workplace. After one and a half month program implementation, the result clearly shows positive changing in employees’ mindset, increasing in employees’ satisfaction and happiness, and improvement in work efficiency and effectiveness.</i></p> <p>Professionalism in Asian Family Firms: Frameworks on Succession & Governance by Francisco L. Roman</p> <p><i>The paper focuses on governance in its relation to succession—all part of the thrust to professionalize the family firm. The content of the paper is based on research on over 60, mostly large, family firms in the Philippines and five other countries in Asia.</i></p> <p><i>Governance has evolved into an umbrella concept that encompasses issues from the duties of a director of the board to engagement with multiple stakeholders—in and outside the family. Family firms as a collective group are probably regarded not completely unfairly as egregious violators of governance because of the interplay between business and family dynamics.</i></p> <p><i>The paper offers governance frameworks derived from the research as practiced by large Asian family firms. Succession is one area where governance is put to the test. Succession is an inevitable even predictable but infrequent event that often catches its constituents—family, top management, the organization, etc. unprepared. Succession creates a legacy event for each (surviving) generation to resolve before it can move on. Governance on the other hand focuses on developing a process of planning and implementation instead of reacting to an event such as the demise of the founder and is the mark of professionalism.</i></p>



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03:30 – 05:00	<p>CONCURRENT SESSION F: THE INDIVIDUAL AND CHANGE</p> <p>Putting Man at the Center of Organization Transformation by Tita Puangco <i>The best practice presentation features actual case studies featuring different industries. It explains how organization development practitioners, whether working as internal consultants or third party consultants, can provide best service and advice at different stages of the change process.</i></p> <p>Sustained Personal Transformation and Implications for Organizational Transformation by Myrna Araneta <i>This study examined the circumstances and processes involved in transformational and intentional (self-initiated) change to yield insights about how and why people intentionally change. Using qualitative narrative and thematic analysis, this study aimed to generate insights about the circumstances and experiences that provoked individuals to initiate change in their professions, career and personal/institutional relationships in midlife.</i></p>
03:30 – 05:00	<p>CONCURRENT SESSION G: BUILDING COMMUNITIES</p> <p>Shared vision as a tool to community building by Rosalina O. Fuentes and Marie-Paul B. de Luna <i>This presentation demonstrates the use of Appreciative Inquiry in bringing together a team of social development workers to build a shared vision. It presents the value of bringing together different groups from different areas and providing them the opportunity to celebrate what is going right between and among individuals and their respective jobs and duties within an organization. And such positive celebrations provide motivations that lead to valuing each one and the work groups each represents.</i></p> <p>Participative Governance: A Bottom-Up Approach by Mayor Sonia Lorenzo <i>In San Isidro, we go beyond service delivery and usher transformation thru our participation road map. Problems do not end and different needs of the community will always be there. But I firmly believe that we need to slowly learn and build the value of accountability approach in addressing our problems in order that we gradually but deeply understand the integrity in our society. So that if we can somehow package change within the programs we roll out, we make development digestible. We believe that when we bridged the gap between citizenry and governance then people will appreciate change.</i></p>
05:00 – 05:30	Posting of Insights on Gallery of Learning
05:30 – 08:30	<p>Optional: Networking Opportunities</p> <ul style="list-style-type: none"> For participants who wish to explore the nightlife within the Metro, a group of young Ateneo students will accompany the guests to Eastwood¹ for some cocktails and dinner. (Cocktails and dinner, not hosted)

¹ Eastwood City features world-class city experience with its eclectic mix of restaurants, shops, services and entertainment. It offers al fresco dining with a grand selection of international cuisines, shopping until midnight, state-of-the-art cinemas and high quality live entertainment. For more information, check out their website at <http://eastwoodcity.com.web32.winsvr.net/AboutEastwoodCity/tabid/57/Default.aspx>



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	OCTOBER 28, 2010 Thursday
TIME	ACTIVITY
08:00 AM – 08:30	Gallery of Learning Sponsors’ Exhibit
08:30 – 11:00	<p>Plenary Session: Tales of Transformation <i>Stories of how organizations have successfully evolved to keep up with internal and external challenges.</i></p> <p>For Academe: Fr. Bienvenido Nebres, Ateneo de Manila University For Community: Ms. Therese Clarence A.C. Fernandez, Rags2Riches For Government: Mr. Rizalino Rivera, Undersecretary of Education for Regional Operations For Industry/Corporate: Dr. Cecilio Pedro, Lamoian Corporation</p>
11:00 -11:30	Group Meeting: Preparation for Action Learning Program
11:30 – 12:30 PM	Lunch Sponsor’s Exhibit
12:30 – 01:30	Travel
01:30 – 05:30	<p>ACTION LEARNING SITES <i>Field visits to selected organizations who will share their transformation stories (1.5 hr presentation and Q&A, 1 hr tour, 1 processing, .5 hr contingency)</i></p> <p>Action Learning Site option A: <i>Accenture – Mandaluyong</i> Action Learning Site option B: <i>Gawad Kalinga site – Tandang Sora, Quezon City</i> Action Learning Site option C: <i>IBM – UP Ayala Technohub, Quezon City</i> Action Learning Site option D: <i>Medical City, Ortigas</i> Action Learning Site option E: <i>Miriam College – Katipunan, Quezon City</i> Action Learning Site option G: <i>Quezon City Hall – Kalayaan, Quezon City</i> Action Learning Site option H: <i>St. Luke’s Medical Center – The Fort</i></p> <p>OD CONVERSATIONS to be facilitated by Roland Sullivan (for those who will not be joining the Action Learning)</p> <p><i>In this session, participants share their own OD experiences, concerns and questions in a free-wheeling discussion. The group decides on priority issues they wish to be tackled in the 3 hours and the facilitator leads the conversation.</i></p>
5:30 – 6:30	Travel to Ateneo
06:30 – 09:30	<p>Optional: Book-signing and Shopping Opportunities</p> <ul style="list-style-type: none"> AODN, in partnership with FullBooked, will host a book-signing event at the Forum, the Fort. For those who were not able to have their books signed by our keynote speaker,



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	<p><i>Chris Worley, this would be a good opportunity to do so.</i></p> <ul style="list-style-type: none"> • <i>After the book-signing, AODN volunteers will accompany the guests who are interested to tour the nightlife at the Bonifacio High Street², for some cocktails and dinner. (Cocktails and dinner, not hosted)</i> • <i>Participants who wish to do some bargain shopping, we have AODN volunteers who can accompany the guests to Tiendesitas³ in Pasig City, which in Filipino means “a collection of little stores”.</i>
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OCTOBER 29, 2010 (Friday)	
TIME	ACTIVITY
08:00 AM – 08:30	Gallery of Learning Sponsors’ Exhibit
08:30 – 12:00 PM	<p>Concurrent Workshop A: Using Developmental Frameworks For Self, Leadership, and Organisational Development by Douglas O’Loughlin</p> <p><i>The field of developmental psychology offers some ideas, with models and frameworks that describe high-level maps for learning and expansion, for individuals and organizations. Robert Kegan calls it a theory of psychological evolution of meaning-systems, or a way of “knowing”. In this interactive and informative session, we will explore and play with a number of models, including Kegan’s level of consciousness, Bill Torbert’s Action Logics, Joiner and Josephs’ Leadership Agility, and Clare Grave’s Spiral Dynamics.</i></p>
08:30 – 12:00 PM	<p>Concurrent Workshop B: Growing Organizations thru Transformative Leadership and Fidelity to Values by Sabsy Palanca</p> <p><i>This workshop focuses on transformative leadership and values institutionalization are key OD tools, how they can be initiated, fostered and sustained, what are the helps and challenges in doing so. It will present the ISQ (Institutional Spirituality Quotient) and through hands-on experience, show participants how to start a values movement, how to do self values audit, how to adopt transformative leadership and values integration as an OD tool. The participants will get hands on experience using the combined methodology of ISQ, AI, and social artistry.</i></p>
08:30 – 12:00 PM	<p>Concurrent Workshop C: Celebrate Asian Leadership by Celia Young</p> <p><i>As the world becomes more globalized, its power center is shifting. Asian businesses and Asian people are becoming increasingly important to the world economy and social/political order. How do we as Asian leaders exercise our leadership and our ability to influence on the world stage? Do we still hide in the shadow of the West, especially of U.S.? Or do we claim our rightful place and strive for equitable partnership? Are we ready to offer a new and refreshed leadership that is urgently needed in the world right now? At the end of the workshop, the participants will have:</i></p>

² Bonifacio High Street is a one of a kind promenade located in the City Center of Bonifacio Global City, whose anchor is its 40-meter wide and almost a kilometer long activity park. It starts with a sleek mix of unique and authentic restaurants and retail shops found at Serendra, then crosses to a twin boulevard of popular restaurants and rows of flagship stores of various brands, which stretches all the way to Third Avenue. For more information, check out <http://www.bonifacioglobalcity.com.ph/>

³ For more information about Tiendesitas, check out <http://www.tiendesitas.com.ph/>



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	<ul style="list-style-type: none"> • <i>Increased self and cultural awareness</i> • <i>Increased understanding of group and power dynamics</i> • <i>Developed a sense of community with Asians around the world</i> • <i>Reclaimed culturally unique leadership qualities</i> • <i>Felt empowered and compelled to act as leaders</i>
<p>08:30 – 12:00 PM</p>	<p>Concurrent Workshop D: Well-being Group Based Executive Coaching by Joyce Mondejar-Dy</p> <p><i>This workshop focuses on using group-based executive coaching . Within three hours, participants to this workshop will be able to:</i></p> <ul style="list-style-type: none"> • <i>Describe a research-based conceptual framework on executive wellbeing</i> • <i>Discover components of executive burnout based on research</i> • <i>Discover component of executive commitment and updates on researches on the commitment phenomenon</i> • <i>Describe a generic but robust design of executive coaching intervention</i> • <i>Discover critical core competencies for OD practitioners who envision themselves to become effective executive coaches using McLagan’s competency wheel framework as endorsed by ASTD.</i>
<p>08:30 – 12:00 PM</p>	<p>Concurrent Workshop E: Systems Thinking & Strategy Management: Bringing the “O” back to OD by Michelle Tapia</p> <p><i>Richard Beckhard defined OD as an effort, planned, <u>organization-wide</u>, and managed from the top, to increase organization effectiveness and health through planned interventions in the organization's processes, using behavioral-science knowledge. Over the years, however, the practice of OD tended to veer away from being an enterprise-wide effort to being focused on one or a few parts of the organization. Strategic and systems thinking brings back “ORGANIZATION” to OD. This workshop focuses on looking at organizations as a living system and through “the natural ways the world works” as articulated by Stephen Haines, and will introduce participants to key concepts and processes of systems thinking and strategic management as a cornerstone of organization development practice.</i></p>
<p>8:30 – 12:00 PM</p>	<p>Concurrent Workshop F: Aligning an Organisation’s Discourse and Development (Transformation Agenda)</p> <p><i>Countless people in organisations daily spend time and energy engaged in a myriad of formal and informal organizational ‘conversations’. These conversations help to establish the collective organizational discourse that influences the decisions and directions that frame the organisation’s development/transformation agenda and execution efforts. Inefficient and/or ineffective management of these conversations impacts both organisational development effectiveness and competitiveness. Adopting facilitative approaches to consciously steer the organizational discourse toward a development/transformation agenda, also taps depth of thinking and breadth of ideas, builds shared understanding, engenders ownership and execution of directions, and optimises the value of resources.</i></p> <p><i>This session will develop the OD practitioner’s conceptual understanding and process capacity to influence the collective discourse within an organization as a vehicle for framing</i></p>



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	<p><i>and engendering ownership of an organisation’s development/transformation agendas. In addition it will provide the OD practitioner with an approach for influencing one’s functional colleagues and establishing oneself as their business partner.</i></p> <p><i>The session will begin with a context on Kenneth Boulding’s theory about the formation of self-image and the role collective discourse plays in changing self-images. Secondly, the session will introduce participants, via a demonstration and examination, to the Technology of Participation’s Focused Conversation Method - a series of questions organized in a four-part structure for directing collective discourses. Thirdly, a hands-on practice at formulating and leading a Focused Conversation will help build participants’ skills and ability. Finally, in conclusion the session will assist participants identify real work applications. The design and facilitation process for the session will seek to model learnable skills for exerting influence over organizational agendas from positions other than the authority of line/functional management.</i></p>
12:00 – 01:30	LUNCH
01:30 – 02:45	<p>Plenary Session: Globalization, Challenges for Asian Organization (symposia) Future of Asia: Dato’ Dr. Michael O.K. Yeoh Philippines: Edna P. Franco, Ateneo de Manila University Indonesia: Wustari Gunadi Manugdjaya and Ma. Regina M. Hechanova Malaysia: Jun Borromeo, Asian Institute of Management Thailand: Panjamaporn Sethjinda, Assumption University</p> <p><i>This is a symposium featuring results of a cross-cultural research project entitled “Winds of Change: Globalization and Asian organizations. The research aimed to examine the impact of globalization on Asian organizations and identify the challenges, prospects and implication for OD in Asia. Data for the papers were derived from interviews with key business leaders across a cross-section of industries as well as focus-group discussions with workers and OD faculty.</i></p>
02:45 – 03:00	BREAK
03:00 – 05:30	World Café: Insights, Gifts & Challenges of OD in Asia with Mark Pixley
05:30 – 06:30	<p>Plenary: Moving Forward OD in Asia (Research, Practice, Leadership) – Integration (Bopeep Franco) Invitation to 2011 Conference – China</p>
07:30 – 11:00	<p>Barrio Fiesta: Closing Dinner</p> <p><i>The Ateneo will host a traditional Filipino dinner party, which features traditional food like lechon, kakanin and the like.</i></p> <p><i>Guests are encouraged to wear Filipino-themed attire.</i></p>
OCTOBER 30, 31, and/or Nov. 1	
	<p>Optional Travel Tours</p> <p><i>For those who wish to travel around the country, a travel agency booth will be set up. Half-day tours are also available. Possible tours are:</i></p> <ul style="list-style-type: none"> ▪ Manila Day tour



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	<ul style="list-style-type: none">▪ Museums in Manila and/or Makati▪ Manila Bay Dinner Cruise▪ Tagaytay Tour
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