

China's Financial Technology and E-Commerce Experience: EXPLORING IMPLICATIONS FOR THE PHILIPPINES

09 August 2018 | 1:00-4:00PM

Venue: Auditorium, University of the Philippines BGC Campus

Organized by: the Asia Pacific Pathways to Progress Foundation, Inc. and
the University of the Philippines Institute for Small-Scale Industries

THE SPEAKERS



JAIME FLORCRUZ

Jaime A. FlorCruz was CNN's Beijing Bureau Chief and correspondent, responsible for strategic planning of the network's news coverage of China, from 2001-2014.

FlorCruz has studied, worked, and traveled in China for more than 40 years, and he has reported extensively on the country as a journalist since 1980, when he started his journalistic career in China and worked as a reporter for *Newsweek* magazine. In 1982, he joined *TIME* magazine's Beijing bureau and served as Beijing Bureau Chief from 1990 to 2000.

FlorCruz has witnessed and reported the most significant events of China's past four decades, including the country's economic and social reforms, the crackdown on the Tiananmen protests in 1989, the death of Deng Xiaoping, and the 1997 Hong Kong handover. He has also covered cross-Straits relations, the Sichuan earthquake, the 2008 Beijing Olympics, and ethnic unrest in Tibet and Xinjiang.

In addition to his on-air reporting, FlorCruz contributed regularly to CNN.com and wrote a weekly online column, "[Jaime's China](#)," offering analysis about Chinese society and politics.

FlorCruz is the longest-serving foreign correspondent in China to date. He was a two-term president of the 300-member Foreign Correspondents' Club of China (1988-90 and 1996-1999). He was the Edward R. Murrow Press Fellow at the Council on Foreign Relations in New York in 2000.

FlorCruz is fluent in English, Filipino, and Mandarin Chinese. He holds a Bachelor of Arts degree in advertising from Polytechnic University of the Philippines, a Bachelor's degree in Chinese History from Peking University, and an Associate degree in Mandarin Chinese from the Beijing Languages Institute. He is the founding president of the Peking University International Alumni Association (2010-present).

ATTY. IRA PAULO POZON

Atty. Pozon is a Philippine-qualified lawyer with an appreciation of the unique synergistic relationship that business and public policy have with the law. Having a Juris Doctor degree from a Civil law country and a Masters of Law from a Common law country, Ira has a distinctive appreciation of both legal systems.

From the time he was admitted to the Philippine bar, Ira served as Legal Counsel to the then Vice President of the Republic of the Philippines. In that capacity he dealt with high-level executive policy and legal issues on both domestic and international fronts. He also served in other concurrent roles, focusing more on enhancing international and foreign relations, and on more managerial capacities.



He also has been an educator, teaching in the law schools of various colleges and universities in Manila. He is proud to have mentored numerous students who are now succeeding in their legal careers. Mr. Pozon has also served as consultant to legislators, having first-hand experience in the framing and drafting of policy and legal measures that are geared to a more progressive Philippine legal system.

His educational background includes a Masters in Business Administration from De La Salle University, Philippines, a Juris Doctor degree from Far Eastern University, also in the Philippines, and a Masters of Law with a specialism in International Commercial Law from the University of Nottingham, United Kingdom. He was also a Chevening UK Government Scholar, a Confucius Institute Scholar, and an alumna of the US State Department's International Visitor Leadership Program (IVLP). He is also a columnist and published author.

Ira is the only Filipino for the incoming batch of the 2018 AsiaGlobal Fellows Program of the University of Hong Kong. His research will focus on the impact of disruptive technologies, such as ride-hailing applications, and the means by which policy and law should adapt to this continuously evolving business landscape. "



ALFONSO DE DIOS

J. Alfonso "Pon" de Dios has 25 years of experience in Marketing Communications.

He started his career at J. Walter Thompson Manila, where he spent 6 years managing media planning and buying for various brands. After completing his Masters of Science degree in Integrated Marketing Communications (IMC) at Northwestern University, he joined Procter & Gamble, where he spent 14 years managing Media and Communications for the company's Philippine, Vietnam, Hong Kong, Taiwan and Mainland China markets (from 1995 to 2009)

He was an adviser to China Central TV (CCTV), the only foreigner in such a position. In 2009, he founded Telos Media Works, a marketing communications consultancy, based in Beijing, China, specializing in brand media planning and Information Communications Technology (ICT) solutions.

He is the CEO and co-founder of TVCXpress Manila, the Philippines' first digital, end-to-end commercial video content transmission and multi-format archiving system, serving the Philippine advertising industry. He is the CEO and co-founder of Calyxta.com, a digital beauty care community and e-commerce platform in the Philippines.



MARIA LOURDES A. YAPTINCHAY

Maria Lourdes A. Yaptinchay is currently the Director of the Bureau of Trade and Industrial Policy Research (formerly Sector Planning Bureau and Office of Policy Research) of the Department of Trade and Industry in the Philippines.

She started working on e-commerce in 2000 after the enactment of the Electronic Commerce Act of the Philippines. From 2001, she was the Philippine Delegate to the E-ASEAN Working Group (EAWG) until it was abolished in 2004. She was also the Philippine Delegate to the Asia-Europe Meeting (ASEM) Trade Facilitation Action Plan (TFAP) Working Group on E-Commerce. In 2004, she started work in APEC as the Philippine Head of Delegation to the Electronic Commerce Steering Group (ECSG). Director Yaptinchay became the Chair of APEC-ECSG from 2013 to 2015 on an extended term.

Director Yaptinchay was the first official to be designated as Director of the E-Commerce Office which was institutionalized through a Department Order in 2009.

Currently, Director Yaptinchay is the Philippine Lead Negotiator for E-Commerce under the Regional Comprehensive Economic Partnership (RCEP) Agreement and former Chair of the ASEAN Coordinating Committee on E-Commerce.

She contributed to the study which led to the publication of the paper on “The Establishment of a Safe and Secure E-Commerce Marketplace” which was a project of the Economic Research Institute for ASEAN and East Asia (ERIA). She also led the drafting of the Philippine E-Commerce Roadmap 2016-2020 which was launched on February 2, 2016.