

World class CarWorld facility to rise at Subic

Jovi T. De Leon

SUBIC BAY FREEPORT—A world class CarWorld, Inc. (CWI) – dealer of Mitsubishi vehicles - showroom and full service center will soon rise in this vibrant Freeport, in a highly prime spot at Subic Bay Gateway Park along Rizal Highway.

On April 8, 2011, executives of the Laus Group of Companies (LGC) led by Chairman and Chief Executive Officer Levy P. Laus and CWI president Frank De Jesus, and officials of Mitsubishi Motors Corporation, Philippines (MMPC) headed by its president Hikosaburo Shibata, gathered to break ground for the facility and lay its construction time capsule.

Also on hand during the ceremonies were Subic Bay Metropolitan Authority (SBMA) administrator Armand Arreza and banking officials who witnessed the birth of CarWorld Subic, branded by Laus as “the final stage of developing the dealership” per its size and location.

“Today is very significant. It was our intention to give justice to the granting to CarWorld Subic the prime location in this part of the Freeport. We made sure it is above standard and something SBMA will be very proud of. And we are confident that this over US\$2.0 million investment will go a long way for the people of SBMA, Zambales, Olongapo and Bataan since we are going closer to them and provide the necessary convenience as far as Mitsubishi is concerned,” said Laus.

He added that construction may take seven to eight months but will nevertheless bring to the area a “new face” and stature which SBMA and Mitsubishi will take pride on. Taizo Furuhashi, MMCP executive vice-president for marketing, for his part said that CarWorld Subic “is a dream realized.”

“This Subic area doesn’t have that much car dealerships. Levy’s vision of up to 50 years is very good and building this world class facility with a nice showroom, nice service center and nice parts warehouse will surely make our customers happier,” shared Furuhashi.

Meanwhile, Shibata, who disclosed the CarWorld Subic groundbreaking was his first outside of Metro Manila, said the facility’s Freeport location is “one of the best I’ve seen.”

“CarWorld has shown its serious commitment to Mitsubishi with the

collaboration of MMPC, in building its outlets to world class standards and implementation of the Mitsubishi future identity as we have CarWorld for decades already. As business partners, MMPC assures CarWorld as well as the entire dealership network, of the strong support for our common objectives one of which is provide utmost customer satisfaction and we trust CarWorld in accomplishing this in this part of Luzon. The establishment of CarWorld here in Subic also helps the economic development and prosperity of this region. Today is a day for celebration and we are very glad you chose us to celebrate with you,” said Shibata.

High potential, welcome investment

MMPC first vice-president for marketing, Dante Santos, disclosed that MMPC, since three or four years back, has been looking at Subic Bay Freeport because of its high potential. “This place is very progressive and its population is still growing and now is the proper time to bring our customer satisfaction levels in this area. CarWorld’s decision to invest here is right because we know the future is very bright in this place.”

“This [CarWorld Subic] place is very comprehensive, from our LCVs and SUVs to truck lines. Our service here will be world class and we will have the most modern service facility,” he added.

For Arreza, SBMA welcomes CarWorld Subic, with its entry as a real “big time dealership” and the assurance of continuous support.

“There are many Mitsubishi users in this area, aside from I heard are relatively cheap rates in service. That will be real convenient for customers here who will truly be satisfied,” Arreza said.

“It’s incumbent upon SBMA to make sure that the trust and confidence of an investor like CarWorld is returned. I congratulate Levy and the men and women of CarWorld and our friends from Mitsubishi for this very beautiful building” concluded Arreza.

Incidentally, CarWorld, Inc. will also be celebrating its 33rd year in the automotive industry this coming July. Its continuous growth and dynamism are a testament to its unwavering dedication to achieve total customer satisfaction.



WORLD CLASS. The architect's perspective of the world class Carworld Subic facility.



CAPSULE LAYING- (From left) MMPC executives, LGC Chairman and CEO Levy P. Laus, SBMA Administrator Armand Arreza, SBDMC President Jeff Lin and SBMA Senior Deputy Administrator (SDA) for Business & Investment Stefani Saño take part in the lowering of the time capsule.



GROUNDBREAKING - The participants in Carworld Subic's groundbreaking ceremony pose to commemorate the occasion.



GROUNDBREAKING - LGC Chairman and CEO Levy P. Laus and SBMA Administrator Armand Arreza lead the CarWorld Subic groundbreaking rites. With them are executives of MMPC, SBDMC President Jeff Lin and SBMA Senior Deputy Administrator Stefani Saño

Port of Subic posts P30-M revenue surplus in Jan-Apr

SUBIC BAY FREEPORT — The Port of Subic registered a P30-million surplus in Customs revenue as reflected in its actual cash collections versus target for the January-April period this year.

Figures from the Subic Bay Metropolitan Authority (SBMA) showed that Subic's year-on-year cash collection performance in the four-month period reached P2 billion, surpassing last year's record of P1.6 billion by 25.26 percent.

In April alone, the Bureau of Customs (BOC) here easily surpassed the target of P622 million after coming up with P623 million, the highest monthly cash revenue so far this year.

The Port of Subic, however, posted the highest monthly surplus on its actual cash collections in January when it exceeded its target by P25.61 million.

The surplus in March reached P21.92 million and P1.02 million in April, although actual collection versus target fell short by P18.54 million in February, the BOC said.

With this record, the Port of Subic emerged as one of the five ports in the entire country to surpass their target, joining Limay, which recorded a surplus

of P456 million, Davao with P39 million, Zamboanga with P500,000, Legazpi with P100,000, and Clark with P10,000.

The Port of Subic utilizes the Enhanced Automated Cargo Transfer System (e-ACTS) for faster, safer, synchronized and secure cargo transit between Subic Bay and other ports in the country like the Ninoy Aquino International Airport, the Port of Manila, and the International Container Port Terminal.

Overall, the BoC national office announced a shortfall of P3.3 billion, as it posted total cash collections at P21.88 billion, which is 13 percent short of its P25.19-billion target.

According to the Subic district office of the BOC, cash collections here are derived from duties and taxes paid for ship calls, transshipment operations, and the importation of various inputs, including oil, motor vehicles and other general merchandise.

The Subic-BOC also posted P102.21-million in non-cash collections derived from government-to-government transactions in January-April 2011. This was 97 percent lower than the P3.48-billion collection in the same period last year.

Subic Freeport aims to surpass 5.5-M visitor arrivals in 2010

According to the SBMA tourism department, overall visitor arrivals recorded in 2010 reached more than 5.5 million, a 33.48 percent increase over the 4.1 million total arrivals in 2009.

The 2010 total was the highest recorded here in the last six years. In particular, arrivals peaked during the summer months of April, May and June with 558,779, 518,596 and 786,738 tallies, respectively.

The month of December followed with a 464,525 record. Arreza attributed the influx of visitors to the diverse events staged by or hosted in cooperation with the Subic agency and its locators, as well as tourist destinations like theme parks that provide anchor attractions for the free port.

SBMA deputy administrator for business Raul Marcelo also said that the SBMA has stepped up its tourism promotion efforts in line with the government's thrust to boost eco-tourism in the country.

"This way, we create more jobs in local communities without losing their unique culture, character, landscape and natural environment," he added.

Marcelo said that last year, a total of 389 events staged in Subic attracted 92,749 participants.

These included the Milo Marathon 2010, which drew 8,000 participants and spectators; CFC Kids for Christ's Kids Adventure, with 6,000 participants; Blue Spoon's Kitchen Wars: Culinary and Flair Tending Grand Prix 2010, and Government Association of Certified Public Accountants (GACPA) annual convention, each with 4,000 participants; and the Subic Coastal Clean Up Drive

by the SBMA and the Lighthouse Marina Resort, and the Coca-Cola national convention, each with 3,000 participants. Compared with records in 2009, the number of events that took place here last year increased remarkably by 56 percent from the previous total of 249.

Because of the influx of visitor, hotel occupancy in Subic registered an annual rate of 88.7 percent in 2010, a 3 percent increase over the 2009 rate.

Arreza also pointed out that Subic has become a top choice for international and local sports events like the Subic Bay International Triathlon 2010, ITU Subic Bay Open Duathlon and Triathlon, Asian Duathlon Championships, Le Tour De Filipinas 2010, Subic-Boracay Regatta, Rolex Sea China Race, Commodore's Cup Regatta, Philippine Kayaking Series 2010, North and South Luzon Amateur Boxing Championships, Terry Larrazabal Bike Festival, and the Salomon X-Trail Run Pilipinas.

Subic's place in the tourism industry has been cited by no less than Tourism Secretary Alberto Lim, who described this premier free port as "an ideal tourism capital" and a "perfect model of sustainable and quality tourism." Arreza said this was because the SBMA have exerted efforts "to lead the entire Freeport community, down to the grassroots level, in adopting a culture of tourism, as well as to guarantee the protection and preservation of the environment as a community resource that supports the economy."

Moreover, Arreza said that the business community has invested much in Subic because of its huge tourism potential. He said that last year alone, the SBMA received a total of \$1.02 billion in committed investments for tourism-related projects here.

4 PHOTO GALLERY



SBDMC President Jeff Lin and Mr. Tony Liu, President of Misung Subic Inc. sign two lease agreements for an industrial lot and a commercial lot in SBGP Phase I. Assisting them are Ms. Laila Florencio and Ms. Juliet Tan from the Investment Services Department of SBDMC.

Misung already has an existing 5,000-square meter lot in Phase I and will use the industrial lot to expand its business of import, export, warehousing and assembly of TV sets, PC monitors, keyboards and other computer related accessories, digital home entertainment products as well as repair, refurbishing and recycling of old electronic products.



Members of the Subic Bay Taiwan Chamber of Commerce (SBTCC) attend the Election of Officers



Mr. Simon Tsai, President of Shengkai Corporation, is selected as the new SBTCC Chairman.

10 Ways to Make Your Job More Enjoyable

by www.SixWise.com

Here are a number of ways to turn your daily grind from dull and predictable to invigorating and enjoyable as posted in the website www.SixWise.com.

1. Get a thorough job description. "If you don't have a job description, ask for one, and make sure you and your employer understand and agree. Do everything you can to learn about your company's history, mission, and unique culture. Understand company policies, principles of conduct, dress code, and general business etiquette," says Melinda Howard Erickson, author of *How to Work Smart! And Enjoy Your Job.*

Why is this so important? Because if you're not sure what your job entails, you'll have a hard time doing it well. Knowing what you're supposed to be doing means you can do your job to the best of your ability, something that will give you self-satisfaction and a better shot at promotions.

2. Identify your company's values. Once you get a hold of the "big picture" goal your company stands for, you may feel more motivated to take part in it and help to achieve the common mission (assuming it's not something that contradicts with your own values).

3. Appreciate what the company has to offer. You may not be getting a big pension or health care allowance, but it helps to look at what your company does give you. Does their name help you to get clients? Do their resources help you to work on projects that would otherwise be out of reach? These are all things to take into consideration.

4. Stay open-minded and flexible. It's easy to get caught up in a rut at work, where you do the same things day-in and day-out, and feel uncomfortable at the thought of making changes. Making an effort to be flexible means that you'll have an easier time adapting to your company's (inevitably) changing structures, and your open-mindedness will make others want to work with you.

"Be open to the improvements in your work environment," says Erickson. "They'll likely make your job more pleasant and you don't want to be left behind!"

5. Work hard and find your niche. Getting recognition at work is essential to enjoying your job, and this is gained by making yourself stand out from the crowd. Putting in some effort, and developing a special set of skills that sets you apart, will ensure that you feel appreciated and valued.

6. Work with your co-workers. Feeling that you have a team to work with can help your self-esteem and morale, give you a sense of camaraderie, and it can also help to reach your company's goal.

7. Keep yourself "marketable." Feeling insecure in a particular job can lead to high levels of tension and stress, but if you remain marketable much of this will be relieved (and you'll feel more at ease, and probably be more productive, with your current position). Keep your contacts strong, never burn bridges, and consider going on a few job interviews each year, just to stay in practice and know what else is out there.

8. Talk to your manager about concerns or ideas. If you have a great idea for the company, share it with a manager. This will boost your sense of autonomy and show that you're enthusiastic about the company. Meanwhile, if something is upsetting you at work, let your manager know. If you don't say anything, you'll likely feel worse and worse about it, while discussing it may resolve the problem entirely.

9. Identify the difference you're making. Every job makes a difference in the world, and identifying the significance in your job can be highly motivating. Do you help kids to learn? Develop new products? Promote a worthy organization? Figure out what you're doing to make a difference and keep that in perspective as you work.

10. Realize that you can influence your job. Your job will only control you to the point that you let it. If you are motivated and willing to put in the effort, you can very much define the job you're in, how it makes you (and those around you) feel, and where your career path takes you. But you must be bold, positive and eager to take on the challenge of doing your job with compassion and a good attitude.



NETWORK ECONOMIC
SERVICE VENTURES

NESV Philippines, Fast-growing IT Provider, Opens in Subic Bay



Network Economic Service Ventures, Philippines, Incorporated (NESV Philippines), a fast-growing Philippines-Hong Kong IT Provider, is now operational in the Subic Bay Freeport Zone (SBFZ).

NESV Philippines is focused primarily on Cloud-based Content Delivery, Connected Mobility Apps, Roaming Personal Information Management, Connected ERP Solutions, IT Infrastructure Management and Provisioning Solutions, and Internet Presence Consultancy.

Managing Director, Alexander Macario said, "NESV's strength is its people. We give our people the freedom and room for creativity by providing an environment conducive for collaborative thinking. As a result, we have a team who shares their knowledge, leading to tight integration and cohesive deliverables seldom possible in traditional software development establishments."

Located in Subic Bay Gateway Park Phase I, the IT firm seeks to serve the Freeport's various industries and the Philippine market, as well as the growing cloud solution opportunities in the Asia-Pacific region.

Bernard Lee, Co-Founder and Chief Technical Fellow, cited, "We aim to provide Platform-as-a-Service (PaaS) on top of cloud computing infrastructure in order to make the lives of connected application developers much easier. In the process, productivity and efficiency increase, resulting in disruptive value add to modern software development."

Lee added, "With NESV Philippines' broad skills matrix, the provider works with every organization to leverage the use of connected applications so they can provide maximum value to their core competence."

NESV Philippines has strategic relationships with PowerAll Networks Limited, leading cloud computing technology company, and Procuco, Inc., leading software service company with focus on Quick Service Restaurants and its logistics partners.

NESV Philippines can be reached by phone at +63(47)2502086 or by email at sales@nesventures.com. The office is located at 3F, Room 301, The Venue Building, Subic Bay Gateway Park, SBFZ. - Christine Tugade

PMAP Subic Chapter: Toward HR Excellence

By Lyn Amor R. Doble/PMAP Subic Chapter President

It is said that an organization's greatest assets are its employees.

There is indeed no system, machine, process or activity that is without human intervention. This means that no matter how intricate or advanced our tools are, the value of human intervention is an input that cannot and should not be ignored.

With this in mind, the People Management Association of the Philippines (PMAP) was conceived almost 50 years ago. It is a strictly professional, non stock, not-for-profit national organization of over 1,800 member companies and management executives.

With 19 chapters nationwide, PMAP adheres to its commitment of professionalizing the HR practice by giving access to quality publications designed to help practicing HR executives become more effective.

A wealth of trainings and various professional development programs which are being offered at a more affordable price to its members is also strongly in place.

Also, the organization provides access to expert consultancy bureau to aid in decision-making functions and provide opportunities to solve HR and IR problems.

Under this energetic and robust support for the HR practice, PMAP Subic Chapter was founded almost 10 years ago and has been enjoying the privileges accorded to its chapters.

In 2009, Subic Chapter was named Chapter of the Year with its commitment to continual development of the HR practice, advocacy programs which help organizations and its employees maximize resources through better HR management systems and deep concern to the community as evidenced by its far reaching and relevant corporate social responsibility projects.

Now, more than ever, the chapter is geared towards energizing the direction for continuous improvement by enabling its members towards the pursuit of excellent HR practice.

The chapter conducts its monthly General Membership Meeting (GMM) which is also a learning session of best practices. The host company shares its best practices and provides plant tours to showcase their efforts in their commitment to corporate excellence.

From the start of this year, the Chapter already tackled the following topics in its GMM:

January	Goal Setting and Strategic Planning
February	Human Resource Management Overview
March	Revisiting Women's Rights in the Workplace (Magna Carta for Women)
April	Disaster Preparedness in the Workplace and Business Continuity Plan (BCP)
May	From Training to Workplace Learning and Performance

In the second half of this year, the Chapter will be touching base on Basic Supervisory and Leadership Skills, Administrative Communication and Grievance Handling, Job Evaluation and Performance Management.

With its proactive approach, the Chapter plans to tie up with nearby colleges and technical schools for dialogues on curriculum review vis a vis current job demands.

As part also of enriching our source of talents, the chapter shall hold a career counseling focusing on training future leaders on how to hurdle the corporate recruitment system.

Indeed, it will be year full of excitement and discoveries. The PMAP Subic Chapter: Towards HR Excellence!

The PMAP Subic Chapter would like to invite interested organizations and individuals to be part of its journey to excellence. For more information on how to become a member, you may call Mr. Deo Amog @ 252-3335 or Ms. Laila Florencio @ 252-3456 loc. 240 or Ms. Sol Acupan @ 252-3015. You may also email scacupan@shopwise.com.ph; laila@sbdmc.com or djamog@yahoo.com for more information.



SBGP TODAY

A publication of
Subic Bay Gateway Park
published quarterly by
SBDMC, Inc.

With editorial and
production offices at
Administration Building
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Subic Bay Freeport Zone

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SBDMC, INC., VISION / MISSION Statement

VISION: To make Subic Bay Gateway Park
(SBGP) a premier business destination
in Asia Pacific

MISSION: To develop a globally-competitive
Subic Bay Gateway Park (SBGP) that will
meet the needs of the foreign and local
investors through excellent service and
infrastructure, providing a rewarding work
environment for our employees and the
best value for our shareholders.

SBDMC, Inc.

Business Center

Business Center can Provide
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1. COMPANY REGISTRATION
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 - A. TEMPORARY WORK PERMIT
 - B. SPECIAL SUBIC-CLARK INVESTOR'S VISA
 - C. SPECIAL SUBIC-CLARK WORKING VISA
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3. SEC PROCESSING:
 - A. AMENDMENT OF ARTICLES OF INCORPORATION AND BY-LAWS
 - B. INCREASE/DECREASE OF AUTHORIZED CAPITAL STOCK
 - C. FULLY PAID-UP CAPITAL, ADDITIONAL PAID-UP CAPITAL
 - D. TRANSFER OF SHARES, CHANGE OF DIRECTORS AND/OR OFFICERS, FILING OF GENERAL INFORMATION SHEET (GIS)
 - E. DISSOLUTION BY SHORTENING CORPORATE TERM
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