

## MAP Leads Private Sector Support for ADB Manila 2012

By EON



**MANILA  
2012**

(30 January 2012, Manila) - The Philippine Government, through the Department of Finance, officially partnered with the Management Association of the Philippines (MAP) to lead the country's private sector in hosting the 45th Annual Meeting of the Asian Development Bank (ADB) Board of Governors to be held on May 2 to 5.



"We are grateful for the private sector's strong support in this prestigious and high-level gathering, as evidenced by our partnership with MAP," said Finance Secretary Cesar V. Purisima, chairman of the ADB Board of Governors.

"Together, we see Manila 2012 as an opportunity for the Philippines to show our dynamic and resilient economy, as driven by our strong commitment to good governance and partnerships," he added.

[Click here to see Philippine Star columnist Marichu Villanueva's article during the event.](#)

The Finance department, Purisima said, is rallying private sector support to ensure the success of the event, expected to lure 4,000 delegates including more than 400 officials and VIPs from 67 ADB member-countries.

An organization with 749 member-companies, MAP represents a "cross-section" chief executives and other top management practitioners that count among itself the "largest local and multinational companies" operating in the Philippines, a profile on its Web site stated. The membership will turn 61 years old by February this year.

MAP President Eduardo Francisco expressed the organization's "full support for this endeavor."

"MAP looks forward to this event as a platform to exhibit our strong potential and competence in various growth industries such as IT and business process outsourcing, tourism and infrastructure, creative industries and agribusiness," Francisco said.

Meanwhile, Washington SyCip, founder of top accounting firm SyCip Gorres Velayo and Co. and the Asian Institute of Management, also agreed to serve as the Finance department's private sector adviser, who shall provide private sector's perspective on the conduct of the annual meeting, especially on gaining businesses' support on the event.

Purisima expressed confidence that more stakeholders will step forward to support the government in hosting this year's ADB Annual Meeting.

"We take pride in hosting the ADB Annual Meeting and look forward to welcoming more help from the private sector," he said.

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About Manila 2012

Manila 2012 refers to the Philippine hosting of the 45th Annual Meeting of the ADB Board of Governors which will be held on 2 to 5 May 2012 at the PICC and SMX.

The Annual Meeting of the ADB Board of Governors is a globally anticipated and attended event, calling over the finance and economic planning ministers from 67 ADB member countries, who also serve as ADB Governors. The ADB Governors are joined by key policymakers such as Central Bank executives and other top-ranking government officials, representatives of multilateral development community and civil society, investment bankers, business leaders, and the academe. This year, about 4,000 delegates from various countries are expected to come to Manila and participate in the event.

ADB annual meetings are statutory occasions for Governors of ADB members to provide guidance on ADB administrative, financial, and operational directions.

For more information, visit: [www.manila2012.ph](http://www.manila2012.ph)

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Article originally appeared on EON The Stakeholder Relations Firm (<http://www.eon.com.ph/>).

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May 18, 2012