



FINEX FOCUS

Official Newsletter of *FINEX*

Inside this Issue



ALLEN GUO p. 03
ETHICS & THE DIGITAL ECONOMY

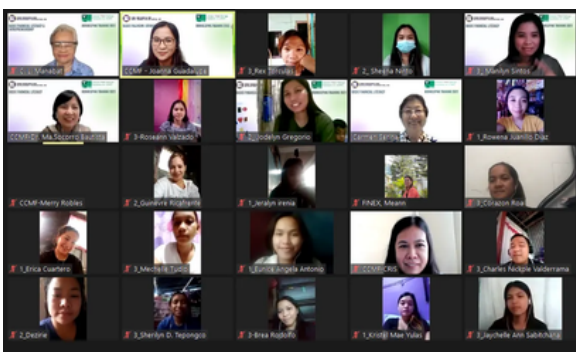


PRESIDENT'S CORNER p. 04

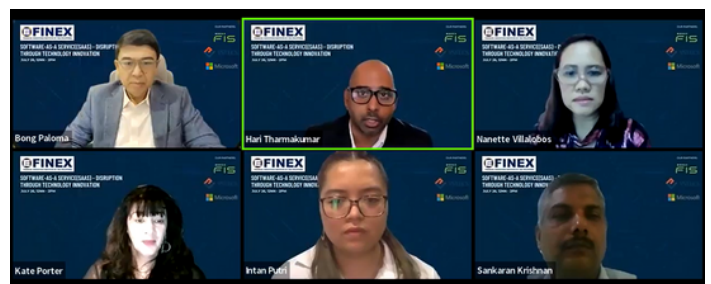


MEMBER IN FOCUS: BRIAN TRIAS p. 05

FINEX IN ACTION



Social Involvement Committee Bookkeeping Program [here](#)



SaaS - Disruption through Technology Innovation [here](#)



The Icons' Life Stories and Challenges of the Pandemic [here](#)



Special GMM with BSP Gov. Philip Medalla [here](#)

EDITOR'S NOTE

by Mark Brian J. Nicdao



In the Chinese language, the word "crisis" is composed of two characters, one representing danger and the other, opportunity.

There is an intrinsic duality to digital technology.

With the advent of digital technology, we need to think about the ethics of how these tools are produced and how they are used.

Digital technology encourages the exponential transfer of knowledge but it has also helped concentrate power in the hands of the Internet's "big four"—Google, Apple, Facebook and Amazon.

There is no such thing as a simple search on the Internet. In reality, all data are tracked, analyzed, retrieved and reused for commerce. Just think of the magnitude on how data can be used for commercial and security purposes and how it infringes on people's right to privacy.

If organizations are to deliver digital success, behaviors that reinforce trust will be as important as the technical challenges that they face, such as application integration, cybersecurity and data governance.

Ethics must no longer be thought of as just a marketing tool that has no real influence on the culture of digital organizations, but instead, represent a fundamental set of behaviors that should be exhibited by everyone in the Enterprise. If there was ever a need for ethical principles for digital transformation, it must and surely starts now.

FINEX FOCUS

Vol 17 No 8

PUBLISHER

Media Affairs Committee

2022 EDITORIAL BOARD

President

Michael Arcatomy H. Guarin

Liaison Director

Jose Luis F. Gomez

Chair

Joseph Albert A. Gamboa

Advisers

Zoilo P. Dejaresco III

Wilma I. Miranda

Jose Jerome R. Pascual III

Editor-in-Chief

Mark Brian J. Nicdao

Associate Editor

Michael B. Vinluan

Staff Coordinators

Lyn D. Vizcaya

Rafael V. Ailes

Myleen V. Baniqued



[Opportunities for MSMEs amidst the challenging business environment](#) by Gay G. Santos

[Gig economy poised to take off](#) by Rey Lugtu

[Financial inclusion under a pandemic](#) Gay G. Santos

[Accelerating PH financial inclusion](#) by Flor G. Tariela

[Business communications in the new normal](#) by Albert Gamboa

[PBBM's Tax Roadmap](#) by BDB Law

SPEAKER & REACTORS' PROFILE



ALLEN GUO

COUNTRY MANAGER
ALIBABA CLOUD INTELLIGENCE, PHILIPPINES

Allen Guo is the country manager of Alibaba Cloud Intelligence - Philippines. With over 10 years of experience at the forefront of the ICT industry in SEA and Greater China, Allen leads the country's operations and contributes business growth strategies.

REYNALDO C. LUGTU, JR.

FOUNDER & CEO, HUNGRY WORKHORSE
CONSULTANCY

Rey is a digital and culture transformation thought & action leader, a sought-after public speaker, and an accomplished educator, author, business columnist, and innovation coach. He is the CEO of Hungry Workhorse, a digital and culture transformation consulting firm. He is the Chairman of FINEX ICT Committee and a Fellow at the US-based Institute for Digital Transformation. Rey is also a professorial lecturer business columnist.

ALVIN DAVE M. PUSING

DIRECTOR - RISK CONSULTING,
PWC ISLA LIPANA & CO.

Alvin is the Philippines' Financial Services and Risk & Regulatory consulting leader, covering corporate governance, risk management, regulatory and compliance management, risk analytics & data management, digital financial services, culture & conduct risk, and forensics. He has over 18 years of professional and industry experience, delivering projects focused on GRC, technology, privacy, cybersecurity and digital for financial services, FinTech and other organizations. He assumed roles across business/operations, risk, and audit. As a PwC professional, he managed projects on IT and business processes/controls, internal audit, data analysis and financial services advisory.

ROSE KING-DOMINGUEZ

SENIOR PARTNER, SYCIP SALAZAR HERNANDEZ
& GATMAITAN

Rose is a senior partner at SyCip Law and a lead partner of the TMT and Data Group. She authored articles on data privacy and tech laws and speaks regularly on these topics. She is a member of FINEX's ICT Committee and a Trustee of UP Women's Circle. Rose has been ranked by Chambers Global and APAC guides, recognized as a Leading Individual by Legal 500, Global Leader (Fintech) and National Leader (SEA-Data) by Who's Who Legal.

[WATCH FULL VIDEO HERE](#)
[STARTING AT <22:05>.](#)



From left: Allen Guo, Rey Lugtu, Rose King-Dominguez, Alvin Dave Pusing and moderator Wilma Miranda.

PRESIDENT'S CORNER

by Michael Arcatomy H. Guarin

The wrong mix or 'blend' of data assets can prove 'combustible' — even 'toxic' — amid rising consumer concerns and regulatory scrutiny regarding the appropriate use of personal data.

Organizations are striving to devise the perfect data mix, so to speak, of personal data elements that will unlock new opportunities for insight-based decision-making, innovation and revenue growth, all while trying to ensure that privacy, security and ethics concerns are effectively managed at all times.

It is much like a digital 'chemistry set,' the 'elements' of any organization's data inventory can be strategically combined for game-changing success in the digital era. At the same time, the wrong mix or 'blend' of data assets can prove 'combustible' — even 'toxic' — amid rising consumer concerns and regulatory scrutiny regarding the appropriate use of personal data.

The act of compiling and analyzing data with today's remarkable tools and capabilities is certainly enabling data-driven businesses in every sector to enhance and personalize customer relationships, develop innovative new products and drive growth. And this is only the beginning. To capitalize on data as a source of competitive advantage, organizations are working hard to answer the following items:

- how can personal data be monetized to open new revenue streams
- how will the public perceive innovation in the use of their data

- how much to invest in privacy as privacy rights and the regulatory landscape evolve

- how do we deal with the privacy paradox: the apparent inconsistency between customer concerns about privacy and actual online behavior

- how will data-processing practices be perceived from a security and ethics perspective by the growing number of watchdogs scrutinizing data use.

As today's data ecosystem continues to expand exponentially, organizations have plenty to gain in their pursuit of data-driven business models. With the proliferation of cloud computing, (further accelerated by COVID-19) the globalization of business systems, processes and supply chains, and the ubiquity of mobile devices and social media, consumer data is being collected, analyzed and shared at unprecedented levels.

At the same time, the rapid emergence of digital labor, the growing use of artificial intelligence and predictive capabilities are already increasing the potential of data-driven organizations to embrace digital disruption, deliver new value to customers and enable businesses to emerge successfully in the new reality.

But when set against the backdrop of growing privacy, security and ethics concerns and regulatory scrutiny, leveraging consumer data wisely is becoming critical.

Watch the complete President's Message [here](#) (at [11:15](#)).



MEMBER IN FOCUS

Get up close and personal with our FINEX members.

Brian Trias

Brian Trias is the Vice President of CCT Chemicals, Inc., an importer, trader and distributor of raw materials, laboratory reagents and equipment. Together with upper management, he is responsible for the overall direction of the company. In addition, he is in charge of Treasury and IT. Brian also serves as a direct adviser to the team that handles laboratory reagents and equipment.



At the Chapel Bridge in Lucerne, Switzerland

Prior to joining CCT, he worked in the IT industry abroad. He spent years selling IT solutions to federal, state, and local government and also education accounts. His last stint abroad was working for a boutique consulting firm located in Washington, DC that specialized in network infrastructure, data storage, virtualization, data center, wireless, and security solutions.



At his daughter's Kindergarten graduation

Brian graduated from Old Dominion University with a Bachelor of Science in Business Administration and a major in Information Systems. He is currently enrolled in the Strategic Business Economics Program at the University of Asia & the Pacific.

He and his wife Patricia (aka Pie) are the parents of two beautiful children

– Ellie who is six years old and Daniel who is three. Brian and Pie enjoy eating out and would love to travel again soon.

- What is the best advice you ever received? **Education is the best gift a parent can ever give to his/her child**
- What is your go to WFH attire? **Short sleeve polo shirt and shorts**

- What is the funniest thing you ever witnessed during a Zoom/Virtual meeting? **There was this guy who didn't know his camera was on and was shirtless**
- What place would like to visit given travel restrictions are easing up? **Kansas City, Missouri... because my sister lives there now**
- What's the last movie or series you watched? **Spider-Man: No Way Home. Watched it again recently because Spider-Man's my favorite superhero.**
- Hidden talent? **Cooking**
- If you were not doing your current job, what would you be doing? **I would probably be running a value-added reseller business.**
- What is your favorite age so far? **26**
- 80s or 90s? **90s**
- Top Gun or Maverick? **Top Gun... because I haven't seen Maverick yet.**
- Gal Gadot, Margot Robbie, or Rachel McAdams? **Gal Gadot**
- Brains or Beauty? **Brains**
- Coffee or tea? **Coffee**
- Money or happiness? **Happiness**
- Morning or evening? **Evening**
- What's 1 food you can eat for the rest of your life? **Spaghetti**
- Pizza or Burger? **Pizza**
- Sinigang or Bulalo? **Sinigang**
- What's your poison? **Whisky**



At the Louvre, Paris



CCT wins its first awards as a Merck distributor in 2021

MAHALAGANG PAALALA: ANG POTEN-CEE+C AY HINDI GAMOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT

POTEN-CEE[®] + C

VITAMIN C + COLLAGEN

“WHAT’S MY SECRET?
**HYDROLYZED
COLLAGEN**
PLUS VITAMIN C IN
**ONE
CONVENIENT
CAPSULE.**”

HEART EVANGELISTA



ASC REF.
NO. P060P012822PS