



# FINEX FOCUS

OFFICIAL NEWSLETTER OF FINEX

4th General Membership Meeting

## How to Have an Edge: Driving Innovation, Growth, & Investment for the Philippine Companies



**MARIE-CLAUDE FERLAND**  
KEYNOTE SPEAKER

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**HON. NYLAH BAUTISTA**  
KEYNOTE SPEAKER

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PRESIDENT'S MESSAGE:  
EJ QUA HIANSEN

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# PRESIDENT'S MESSAGE



*"The global statistics demonstrate its power to drive revenue growth, optimize costs, and enhance competitive advantage. Coupled with a strong culture of business innovation, AI can be the catalyst that propels your institutions to new heights of success in the dynamic Philippine market."*

*- EJ Qua Hiansen*

Perhaps AI has been viewed through a purely technological lens for too long. But I want to frame it for you today as a fundamental driver of business value and competitive advantage. Innovation, in turn, is the engine that allows us to translate AI's potential into tangible business outcomes.

Consider the hard numbers. A recent report by PwC indicated that AI is projected to contribute over \$15 trillion to the global economy by 2030, a significant portion of which will be realized through business applications. This isn't about futuristic projections; it's about the immediate opportunities for revenue growth, cost optimization, and market share expansion that AI presents today.

Think about the practical business implications. McKinsey's research shows that financial institutions leveraging AI in areas like customer relationship management are seeing increases in sales of over 10%.



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# PROFILE & MESSAGE OF THE KEYNOTE SPEAKERS

## MS. MARIE-CLAUDE FERLAND APAC AI STRATEGY LEADER (EY)

Marie-Claude is the Asia-Pacific AI Strategy Lead. She has more than 15 years of experience related to AI, modeling, financial engineering, risk management and transformation.

She helps global organizations leverage information using advanced technologies.

Read her full profile [HERE](#)



### Bagong Pilipinas through AI Adoption

“By 2028, 15% of decisions in organizations will be made by AI agents”, shared Marie-Claude Ferland, APAC AI Strategy Leader of Ernst & Young. Today, AI has become a critical tool for driving innovation, growth, and investment for Philippine companies.

Ferland highlighted that the Philippines has taken significant steps to harness the power of AI:

- On July 3, 2024, the **National AI Strategy Roadmap** and **Center for AI Research** were officially launched.
- Fiscal and non-fiscal incentives have been introduced under the **CREATE MORE Act**, positioning the country as a hub for AI innovation.
- Major initiatives such as the **Philippine Digital Infrastructure Project**, the **National Broadband Program**, and the **Common Tower Program** were rolled out to strengthen digital infrastructure.

Additionally, **88% of Philippine business leaders** expect AI to be integrated into business processes and workflows within the next three years, further reinforcing the global shift towards an AI-driven future. Meanwhile,

Hon. Nylah Bautista, Assistant Secretary of the Department of Trade and Industry, discussed both the **challenges and opportunities** surrounding AI adoption in the country.

#### Challenges:

- Limited local use cases
- Lack of enterprise capacity to develop data strategies
- Emerging legal and regulatory uncertainties

#### Opportunities:

- Cost reduction and process efficiency
- Growth, innovation and insights
- Improved government services

Assistant Secretary Bautista emphasized that collaboration between the government, stakeholders, and the private sector, including organizations like FINEX, is the key to responsible adoption of AI.

“Together we can unlock new opportunities, foster inclusive growth, innovation, and drive digital transformation that will benefit both the Philippines and our global partners,” Assistant Secretary Bautista concluded. **Bagong Pilipinas** is truly on the horizon!

# PROFILE & MESSAGE OF THE KEYNOTE SPEAKERS



***"The adoption of artificial intelligence in the country presents both challenges and opportunities, while significant obstacles remain—including limited domestic use cases, inadequate enterprise capacity for developing robust data strategies, and emerging legal and regulatory uncertainties—the transformative potential of AI is undeniable." Stated by Hon. Nylah Bautista, Assistant Secretary of the Department of Trade and Industry.***



*During the Q&A Session, from left to right are Lee Carlo Abadia, SGV Principal on Technology Consulting as the moderator, resource speakers DTI Asec. Nylah Bautista and EY APAC AI Strategy Leader Marie-Claude Ferland.*

## **ASEC. NYLAH BAUTISTA** **DEPARTMENT OF TRADE & INDUSTRY (DTI).**

ASec. Nylah Rizza D. Bautista bring over 15 years of expertise in commercial retail management, operational strategy, and stakeholder relations. As a former executive of Ayala Land and the Ayala Malls Group, she led transformative initiatives that enhanced foot traffic, optimized operational expenses, and drove sustained revenue growth across multiple commercial centers and malls.

Her strategic approach to tenant relations and marketing consistently exceed annual sales targets.

An advocate for sustainability and innovation, ASec. Bautista spearheaded redevelopment and renovation projects that enhanced customer experiences while driving overall revenue growth. Known for her organized, results-oriented leadership style, she thrives in dynamic and fast-paced environments, delivering measurable outcomes with a focus on excellence.

She holds a bachelor's degree in organizational communication from De La Salle University Manila and a master's degree in business administration from Ateneo Regis, Rockwell. Dedicated to public service, ASec. Nylah Rizza D. Bautista combines her professional expertise with a commitment to fostering a balanced and active lifestyle.

Read her full profile [HERE](#)



# FINEX GMM PHOTOS



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