



FINEX FOCUS

OFFICIAL NEWSLETTER OF FINEX

8th General Membership Meeting

INTEGRITY: INSPIRING PROGRESS & GROWTH



Guest speakers Atty. Alex Cabrera, Dr. Jess Estanislao, Atty. Francis Lim, and Heidi Mendoza during the Q&A with moderator Malou Cristobal



The FINEX Icons have spoken, watch the video [HERE](#)



An updated FINEX Code of Ethics is now available. Click [HERE](#) to read.



President's Message: EJ Qua Hiansen p. 2

PRESIDENT'S MESSAGE



"In a world where corporate scandals can erode public trust in an instant, our steadfast dedication to integrity is essential for protecting our company's reputation and ensuring its long-term viability."

- EJ Qua Hiansen

Good afternoon and welcome to our 8th General Membership Meeting entitled "Integrity: Inspiring Progress and Growth". Indeed, we are fortunate to have four esteemed powerhouses with us today and I am sure that we are all very excited to hear from them.

On the topic of integrity, integrity isn't just a word we toss around in annual reports or compliance training; it's the bedrock upon which we build trust – with our teams, our shareholders, our communities, and the world at large. It's about aligning our actions with our values, even when no one is watching. As Financial Executives, we hold a unique position of influence, and our unwavering commitment to ethical conduct sets the tone for the entire organization. When we champion transparency, accountability, and honesty in all our dealings, we create a ripple effect that empowers our people to act with integrity in their own roles, fostering a culture of responsibility that permeates every level of the company.

But integrity is more than just avoiding scandal or ticking the right boxes; it's about actively seeking to do what is right, even when it's difficult or unpopular. It means being willing to challenge decisions that don't align with our values, and it means owning up to our mistakes and learning from them.

FINEX FOCUS
Vol 20 No 08

PUBLISHER
Media Affairs &
Communications Committee

2025 EDITORIAL BOARD

President
Edmund Alan A. Qua Hiansen

Liaison Director
Senen L. Matoto

Committee Chair
Carlos Rheal B. Cervantes

Editor-in-Chief
Aproniano S. Sabio III

Associate Editor
Michael B. Vinluan

Secretariat-in-Charge
Aljon D. Capunay
John Lorenz N. Guzman
Lyn D. Vizcaya

Read the full
President's
Message

[HERE](#)

FN

FINANCIAL NEWS

[Building the future with APIs](#) by Rey Lugtu
[AI tools-Which is best?](#) by Wilma Miranda
[Bridging cross-strait trade ties](#) by Albert Gamboa
[Taxing long-term savings: a misstep](#) by Benel Laguna
[Trustmark: What it means to one's online business](#) by Mark Gorricta

MESSAGE OF THE SPEAKERS



L-R: Atty. Alex Cabrera, Dr. Jess Estanislao, Atty. Francis Lim, Heidi Mendoza, and Malou Cristobal

The FINEX 8th General Membership Meeting gathered four highly respected voices, all centering on one powerful theme: inspiring progress and growth through integrity.

Atty. Francis Lim, Chairman of the Securities and Exchange Commission set the tone with a strong message: “Integrity is the invisible currency of our markets.” He reminded everyone that “our integrity as a nation is still being tested,” and called on FINEX members to be catalysts of change. His challenge was clear: courage more companies to list, uphold governance standards, ensure integrity of financial statements, and champion investor protection

“**SEC cannot do it without you**”, he drove the point home. “With your influence, networks, and steadfast commitment to ethical leadership, we can create markets that our investors trust, our companies depend on, and our nation can be proud of. Let us build together markets that are deeper, broader, and more inclusive. Let us lead with integrity for no legacy is greater.”

Next, Atty. Alexander Cabrera, Chairman of Integrity Initiative Inc. follows the discussion with embedding ethical leadership, saying that “In so far as professionals and workers are concerned, before they get themselves hired into a company, they see to it that the company practices integrity.”, and that the

same applies to consumers of a certain company.

Drawing lessons from cases like Equifax, he highlighted: “There was disclosure, but those were not enough and why? Because immediate disclosure is the heartbeat of transparency. And for the public, transparency delayed is transparency denied.” From H&M, he reminded leaders: “Advertisement is a picture that speaks a thousand words about the brand and therefore no CEO should delegate the approval of an advertisement.”

He ended on a note of encouragement, quoting Mother Teresa: “**If you are honest and frank, people may cheat you. Be honest and frank anyway. What you spend years building, someone could destroy overnight. Build anyway.**”

Former COA Commissioner Heidi Mendoza then took the stage with a deeper call, accounting for democracy. She urged FINEX members to embody integrity not just within their companies but in service of society at large. Quoting Maria Ressa, she warned: “Without facts, you can’t have the truth. Without truth, you can’t have trust. Without these, we have no shared space and democracy is a dream.”

- continue to next page

She challenged the audience: “Let us assess our current situation. Let us accept that we do have our share of responsibility. This is not political. We need to awaken our noble desires. We need to align our values with citizenship.” She left them with a charge: **“I dare you to act, and act with competence and hope.”**

Closing the session, Dr. Jesus Estanislao, Chairman Emeritus of the Institute of Corporate Directors spoke with urgency about collective accountability.

“Too many of us are thinking of ourselves. Too many of us are thinking about money, about prestige, about bank accounts.” He said that the first thing we should tell ourselves is: “Hey, guys and girls, we have a problem in the country.”

And with conviction, he tells the room, **“We’re the sleeping giant of East Asia, and it’s about time we wake up.”**

PROFILE OF THE SPEAKERS



“Integrity is the invisible currency of our markets. It underwrites every transaction, every investment, every decision.” SEC Chairperson
Francis Lim

A lawyer by profession, Chairperson Francisco Ed. Lim brings to the Securities and Exchange Commission over four decades of leadership in capital markets regulation, corporate governance, and legal reform.

Check out his full profile [HERE](#) and copy of his presentation [HERE](#).



“The government may suffer from deliberate deafness, call them out anyway”
Integrity Initiative
Chairman Atty.
Alex Cabrera

Atty. Alex Cabrera is Chairman of the Integrity Initiative and the managing partner of Cabrera & Company.

Check out his full profile [HERE](#) and copy of his presentation [HERE](#).



Good governance advocate Heidi L. Mendoza urged business executives to champion for integrity not just within their company, but the whole country as well.

Heidi L. Mendoza is a former Commissioner of the Commission on Audit (COA), an advocate of good governance, and a champion of procurement reform. Heidi is a public accountant, UN auditor and Yahoo 2011 Modern Day Hero.

Check out her full profile [HERE](#) and copy of her presentation [HERE](#).



“Integrity means aligning what we say we believe with what we consistently do in our daily life and work,” Dr. Jess Estanislao.

Jesus P. Estanislao is the Founder and Chairman Emeritus of Institute of Corporate Directors. He also served as Secretary of Economic Planning and Director General of the National and Economic Development Authority and later as Secretary of Finance.

Check out his full profile [HERE](#) and copy of his presentation [HERE](#).

PHOTOS FROM THE GMM



Check out more photos [HERE](#)