



FINEX FOCUS

OFFICIAL NEWSLETTER OF FINEX

9th General Membership Meeting

TRANSFORMING PHILIPPINE BUSINESS THROUGH LEADERSHIP AND INNOVATION



Guest speaker Dr. Kevin Santos



NEW MEMBERS INDUCTED [HERE](#)



President's Message:
EJ Qua Hiansen p. 2

PRESIDENT'S MESSAGE



"I ask all of you to approach today not only as an exchange of ideas, but as a commitment: a commitment to lead differently, to innovate with responsibility, and to transform Philippine business for the better."

- EJ Qua Hiansen

Good morning, friends, colleagues, and partners. Every time we gather for the Ayala-FINEX Finance Summit, we are reminded of one simple truth: Philippine business has always thrived not just because of capital or technology, but because of leadership that adapts, and innovation that endures. Our partners in today's summit, Ayala Corporation are a prime example of that.

Think of how far we've come. The Philippines has weathered global financial crises, pandemics, and shifting political winds. And yet, businesses here continue to evolve—finding new ways to serve, new ways to compete, and new ways to lead. This summit is about that evolution: how we turn disruption into opportunity, and uncertainty into momentum.

This year's theme—"Transforming Philippine Business through Leadership and Innovation"—is both a challenge and a call to action. A challenge, because transformation is never easy. And a call, because the time to lead with courage and clarity is now.

Today, we'll hear from leaders who are tackling head-on the forces reshaping our industries: artificial intelligence, digital platforms, sustainability imperatives, and changing consumer expectations.



[Interest never sleeps](#) by EJ Qua Hiansen
[The enduring rewards of teaching](#) by Benel Laguna
[An intangible asset: Integrity](#) by Earvin Salangsang
[Irresponsible conduct](#) by Dr. Conchita Manabat
[Climate change and flood control](#) by Wilma Miranda
[Basic problem solving](#) by Dr. George Chua

FINEX FOCUS
Vol 20 No 09

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

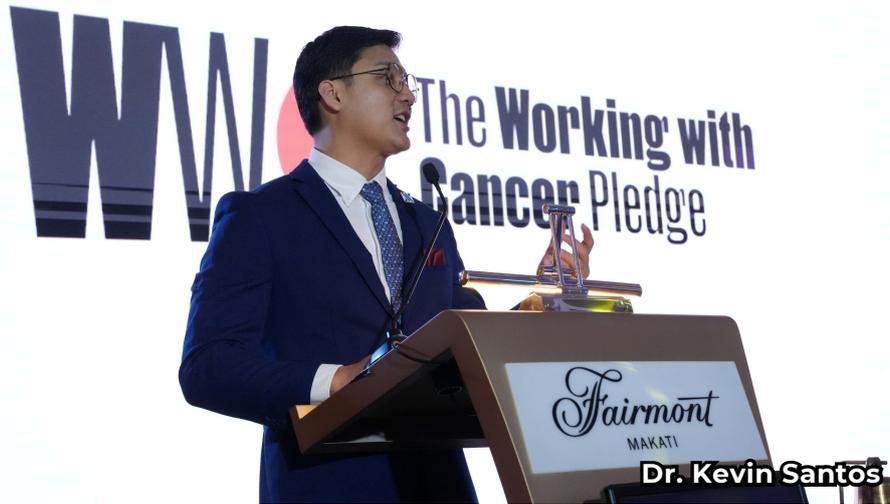
Associate Editor
Michael B. Vinluan

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

Read the full
President's
Message

[HERE](#)

MESSAGE OF THE SPEAKER



The 9th General Membership Meeting of the Financial Executives Institute of the Philippines (FINEX) revolved around one powerful theme: Transforming Philippine Business through Leadership and Innovation.

The first speaker, Kevin Santos, discussed the Philippine implementation of the Working With Cancer (WWC) initiative and underscored a bold vision: removing the stigma of cancer in the workplace. He encouraged FINEX members to join the growing list of companies that have already pledged their support.

“Let’s help millions of Filipino employees fight for their lives, not their jobs,” Santos emphasized.

Next, Eric Francia, President and CEO of AC Energy (ACEN), spoke about the company’s initiatives in the energy transition. He highlighted ACEN’s completion of the world’s first market-based Energy Transition Mechanism (ETM), designed to retire coal power assets ahead

of schedule—targeting 2040 instead of later—and potentially reducing lifetime emissions by up to 50 million metric tons of CO₂. Finally, an analyst of MUFG delivered a powerful presentation on the Global and Asia Macro Outlook. For the Philippines, one of the key takeaways was that the country is less impacted by tariff shocks compared to Vietnam, Taiwan, and India. The presentation also outlined six megatrends shaping the global economy:

- Decarbonization – shifting towards net zero
- Debt – financing massive investments
- Demographics – aging population trends
- Deglobalization
- Digitalization – technological supremacy in an AI-driven world
- Divide

The conclusion was striking - **divided we stand: megatrends are interacting and reinforcing** - capturing the complexity of the macroeconomic outlook.

PROFILE OF THE SPEAKER



“Leadership can shape how we face the challenge of dealing with Cancer, especially in the workplace,” Dr. Kevin Santos

Dr. Kevin Santos is the Strategy and Transformation Officer of the Healthway Cancer Care Hospital, the first dedicated cancer hospital in the country. With a background in both medicine and healthcare management, Dr. Santos is committed to shaping the future of cancer care in the Philippines by championing quality, affordable, and accessible cancer care in the country.

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

PHOTOS FROM THE GMM



PHOTOS FROM THE GMM



Check out more photos [HERE](#)