



## AGENDA

### 19 JANUARY 2010

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8:00 AM **Registration**

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9:00 AM **Opening Ceremonies**

Playing of AVP on Coral Triangle

Welcome Remarks

*Mr. Vincent S. Perez, CTI Business Summit Chair*

The Coral Triangle and the Desire for a Sustainable World: Issues, Risks, and Solutions

*Dr. Lida Pet-Soede, Head, WWF Coral Triangle Programme*

Ribbon Cutting

*Summit Photo Exhibit will be officially opened*

Keynote Statement

*Her Excellency, President Gloria Macapagal Arroyo*

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10:30 AM **Panel Discussion**

**The Potential Rewards of Green Investment in a climate of Economic Challenges and Recovery**

The session builds a strong case for green investments, providing a compelling reason for investors to address business threats, including environment-related pressures by going green.

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- The current business climate: market trends, and emerging needs, interests, and behaviors of consumers  
*Mr. Andrew Thomas, Managing Director, Ogilvy Public Relations Worldwide*
  - Harnessing Business for Social and Environmental Impact  
*Mr. Jim Ayala, Senior Managing Director, Ayala Corporation*
  - Success story on existing environmental support and sustainable investment  
*Mr. Garry Kingshott, Chief Executive Adviser, Cebu Pacific Air*

Moderator: Ms. Veronica Pedrosa, Senior News Presenter & Correspondent, Al Jazeera English

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12:30 PM **LUNCH**

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2:00 PM **Panel Discussion**  
**Incentives for Green and Sustainable Investment**

The session presents the various incentive scheme created to encourage transformations and support new sustainable investments and growth.

- Government incentives: regulatory and policy platforms across the region  
*Secretary Arthur C. Yap, Republic of the Philippines Department of Agriculture*
- Financial grants and investment options  
*Mr. David McCauley, Principal Climate Change Specialist, Asian Development Bank*
- Success story showing how existing environmental support and sustainable investments can be replicated or scaled up  
*Ms. Susan Jackson, President, International Seafood Sustainability Foundation*

Moderator: Ms. Veronica Pedrosa, Senior News Presenter & Correspondent, Al Jazeera English

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4:00 PM **Plenary Session**  
**Empowering Communities towards Sustainability**

- *Mr. Blane Olson, Managing Director, Clearsmoke Technologies, Anova Alliance of Companies.*
- *Mr. Rodolfo B. Santos, Jr. Member, Board of Trustees, VSO Bahaginan*

The session discusses existing program support undertaken by non-government organizations and communities, showing how awareness and people empowerment help ensure sustainability.

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5:00 PM **Synthesis**  
*Summit Chair: Mr. Vincent S. Perez*

A summary of the discussions during the day is presented by the summit chair.

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6:30 PM **WELCOME DINNER**

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## 20 JANUARY 2010

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9:00 AM **Day 2 Overview**  
*Mr. Lory Tan, CEO and Vice-Chairman of the Board of Trustees, WWF-Philippines*

The key tasks and session format for the day's activities are presented.

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9:15 AM **Parallel Sectoral/ Break-Out Sessions**

Each group discusses issues and concerns specific to their respective sectors. The feasibility of possible programs and partnerships will be lined-up as well. Details of good practices and existing programs may be shared.

- **Fisheries Session:**

Moderator: Bill Holden, Pacific Fisheries Manager, MSC Asia Pacific

Panelists:

- Martin Brugman, Culimer B.V.
- Gerald Knecht, North Atlantic, Inc.
- Francisco P. Tiu Laurel, Jr., Frabelle Fishing Corporation

- **Aquatic Resources Session:**

Moderator: Geoffrey Muldoon, WWF

Panelists: Lloyd Moskalik, OceanEthix Limited

Bien Subiantoro, Bank Negara Indonesia

- **Energy, Travel and Tourism Session:**

Moderator: Rili Djohani, The Nature Conservancy

Panelists: Benjamin Kahn, APEX Environmental

Patricia Gallardo, Shangri-La Hotels and Resorts

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11:15 AM **Plenary Reports**

Reports will be on sector-specific issues/ challenges and opportunities.

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12:15 PM **Networking and Partnership Agreements (Market Place Setup)**

Participants per sector meet discuss and agree on specific programs that they can jointly take on. Public-private sector partnerships for the roll-out of at least one project are desired after this session.

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Side meetings may be held (an option) after sectoral agreement/s is/are reached.

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3:30 PM **COFFEE BREAK**

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4:15 PM **Closing Session**

- Ceremonial signing  
Sectoral representatives sign on stage document highlighting the PPPs developed and agreed upon by the participants.
- Acknowledgement ceremony  
Companies with exemplary green initiatives will be recognized and given certificates. Government delegations will be acknowledged and given certificates.
- Reporting of summit outputs  
Summit Chair summarizes the activities' key outputs.
- Closing Remarks  
*Secretary Eleazar P. Quinto, Republic of the Philippines Department of Environment and Natural Resources*