

Supply Chain PHILIPPINES TWENTY-FIVE YEARS OF ALWAYS MOVING AHEAD

As SCMAP turns a quarter century old, challenges to the movement of goods could undo the growth of the country's economy—but they also highlight the importance of supply chain to economic progress



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The waiting area is an expanse of traveller-friendly amenities: rows and rows of comfortable seating and a zoned air-conditioning system that lend a relaxing lounge fee. A selection of filling meals and tasty snacks is available at the food concessionaires area.

As passengers leisurely wait for boarding, clear glass panels all around treat them to a panoramic view of the Manila Bay.

Indeed, the new North Port Passenger Terminal Complex redeems all and rises as Manila's newest world-class icon.

Sea travel has never been this good!



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At the forefront of the supply chain industry

We look back at 25 years of always moving ahead for SCMAP, plus the last of Ed Sanchez's retrospectives **Page 18**

The ripple effect

The Manila truck ban triggered what could be an economic crisis, but put the highlight on supply chain's importance **Page 32**

SCMAP CEO/CSCO Forum

In which the public and private sectors met to discuss supply chain issues, and pledge to work together to solve them **Page 11**

Around SCMAP

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SCMAP Supply Chain Conference

Your guide to this year's annual conference, our flagship event as we mark 25 years **Back Cover**

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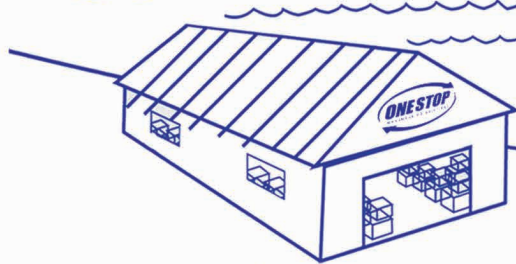
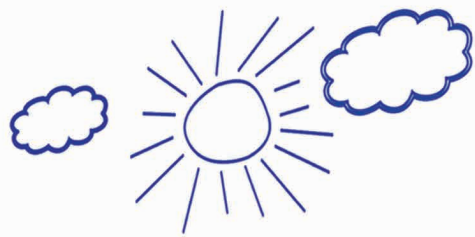
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PRESIDENT'S MESSAGE *Arnel Gamboa*

Carpe diem!

It is shortened version of the original Latin phrase “carpe diem quam minimum credula postero” meaning “seize the day, trusting as little as possible in the future.” This is the famous line of the breakthrough movie of Robin Williams, *Dead Poets Society*, back in 1989.

As SCMAP celebrates its 25th year anniversary this year, the shout is also “carpe diem” or “seize the day!” SCMAP works as if there is no tomorrow and makes more history this year to seal the celebration of its silver anniversary!

We have made noise in the business sector and government alike since the start of the year as we profusely and consistently fought for our advocacies when and where it mattered most! Logistics issues and challenges were particularly prevalent this year with the likes of the Manila daytime truck ban, port congestion, colorum trucks among others. In most cases, SCMAP has lodged position papers, attended various fora, and forged joint declarations to lobby the interest of the Philippine supply chain.

This year we also completed the regional presence of SCMAP by inaugurating the opening of the Cagayan de Oro chapter last August. This now makes SCMAP represented in Luzon,



Visayas and Mindanao!

Followed by a successful CEO/CSCO Forum last September 4, SCMAP has made a big difference this year by producing a joint declaration from the said forum coming from the various stakeholders. This same joint declaration will be presented in the annual conference by Sen. Bam Aquino. A first in SCMAP history!

SCMAP 25: Past, Present, Future—A Shining Milestone in the Supply Chain Industry. The conference title suits the theme as well as SCMAP caps off the celebration with revolutionary ideas and topics that changes, or will change, the landscape of supply chain in our country!

It is an impressive year indeed for SCMAP. Long live SCMAP!

A handwritten signature in black ink, consisting of several overlapping, sweeping lines that form the name 'Arnel Gamboa'.

Arnel Gamboa
SCMAP Y2014 President

Supply chain is everywhere.

Early this September, the Eraserheads announced the release of two new tracks, the first since their split. Catch is, they're only releasing it through that month's issue of *Esquire Philippines*. I found a copy only after six days (and when I pretty much gave up): turns out fans reserved their copies from the day it hit the shelves.

Supply chain is everywhere.

Weeks before Apple could reveal a detail about its new line of iPhones, we already had an idea what its features would be. Sure, there was Tim Cook's earlier announcement of software that would track vital health stats, prompting speculation of what turned out to be the Apple Watch, but then there were reports of Apple's suppliers beginning work on larger screens and specially-made cases. Knowing what the tech giant's factories were doing gave us an idea of what to expect before any official announcement was made.

Supply chain is everywhere.

I hate using hashtags on anything I write, but, well, #ChickenSad. Jollibee's recent woes, where some of its stores closed temporarily due to lack of stocks, was attributed to a system upgrade that meant some stores didn't get the items they needed. Customers were dismayed, and then curious. "Could it have been Erap's truck ban?"

Thanks to recent events, more attention has been given to the role supply chain management plays in our lives. It's no longer just a term used on people who run warehouses and manage truck fleets and whatnot; it's now a way of looking at how things work. Supply chain management dictates whether you're reading your own copy of this magazine at the SCMAP Supply Chain Conference, or whether you're reading a copy borrowed from a colleague four months later. It dictates what I get



to eat tonight, and whether I can have whatever that thing is for leftovers tomorrow.

It does seem like perfect timing. This year SCMAP marks its 25th anniversary—the center of celebrations being at the aforementioned conference—and now ordinary people are starting to see the importance of supply chain, whether they're aware of terms like "cross-docking" and "TEU" or not. It is, after all, a major factor in determining one's quality of life.

With that in mind, *Supply Chain Philippines* aims to discuss supply chain issues through that prism. We no longer just work in distribution centers. We make sure our families and friends and fellow Filipinos get what they need, when they need it. It sounds daunting, but it's what we've done for years now. No biggie.

But this issue, we will be in a celebratory mood. Again, SCMAP marks 25 years (I'm older by a few months!) so we will have a look back at our history—with pictures, of course. We also look at the continuing effects of the Manila truck ban, and our usual organization updates.

Finally, you might have noticed some changes in our recent issues. I'd like to call it an evolution, spearheaded by our last editor-in-chief, Jessie Sarmiento, and everybody who's worked on this publication. I'd like to thank them, and as I now take over as EIC, I hope you find this issue, and future ones, worth your while.



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Some of the attendees at the 2014 SCMAP CEO/CSCO Forum included LTFRB chairman Winston Ginez and CTAP president Bert Suansing.

A declaration of cooperation

The end result of this year's SCMAP CEO/CSCO Forum is a joint declaration, where participants from both the public and private sectors vow to work together on supply chain issues and, in effect, help move the Philippine economy up

This year's SCMAP CEO/CSCO Forum, which was held last September 4 at the EDSA Shangri-La Manila, saw personalities from supply chain, business and the public sector come together to discuss the latest issues affecting supply chain today.

Speakers included USAID's Roni Balbieran, who outlined Philippine economic performance; the National Competitiveness Council's Guillermo Luz, who discussed the country's future prospects; ICTSI's Christian Gonzalez, who tackled the port congestion situation; Fast Logistics' Ike Castillo, who decried the "culture of the provisional" prevalent today; and the University of Asia and the Pacific's Dr. George Manzano, who gave a primer on the ASEAN Economic Community.

Panelists included LTFRB chairman Winston Ginez, CTAP president Alberto Suansing, DPWH assistant secretary Ma. Catalina Cabral, Philippine Amalgamated Supermarkets Association president Steven Cua, the Export Development Council's Meneleo Carlos Jr., and MNHPI's Richard Barclay,

The gathering culminated with the signing of the Philippine Supply Chain Joint Declaration, in which the participants vowed to work together to solve supply chain issues and contribute to economic growth. It is set to be presented to Senator Bam Aquino, after his address at this year's SCMAP Supply Chain Conference. •

Philippine Supply Chain Joint Declaration

On Supply Chain and Economy

Whereas, we recognize the importance of the role of supply chain in the movement of goods which is instrumental in promoting commerce and trade. Supply chain serves as the pulse of the economy which means a healthy and growing supply chain will lead to a stable and robust economy.

Therefore, we fully support both government and private sector initiatives to effectively intervene in improving the supply chain and logistics conditions in the country for both the present and future state(s).

Therefore, we will take the necessary steps to that will yield meaningful actions and collaborations between all stakeholders in the advancement of the local supply chain that will lead to a more competitive Philippines and provide inclusive growth for all sectors of the society.

On Infrastructure Development

Whereas, we have noted the need to modernize and

SCMAP CEO/CSCO FORUM



PAGASA president Steven Cua, ICTSI's Christian Gonzalez and MNHPI's Richard Barclay



Ike Castillo, CTAP president Albveto Suansing and LTFRB chairman Winston Ginez



Former SCMAP president and Fast Logistics president Ike Castillo



DPWH assistant secretary Ma. Catalina Cabral discussed government infrastructure projects

expand our existing transport infrastructure including but not limited to airports, seaports, highways, railways, mass transit system (MRT), bridges, skyways and express connectors, among others. Budget spending has steadily increased through the years but needs improvements on prioritization, industry alignment and zero-base planning, ie 9.5% in 2012, 45% in 2013, and 32.27% in 2014. (Source: DPWH)

Whereas, the existing centre of gravity for commerce and manufacturing is still mainly anchored within the Greater Manila Area (GMA), hence the need to prioritize key development plans in the said area to address the current issues with road traffic. This fact is supported by the aggregation of population in GMA representing 18% of national; the build-up of total registered vehicles accounting to 28% of national; and the concentration of the container throughput represented by 70% volume of imports and 73% volume of exports while for domestic, 66% outbound and 55% inbound. (Source: *Engr. Rene Santiago, PLSA*)

Whereas, the past immediate years and this year's forecasted economic growth of the country which ranges between 6.5%-7.3% of GDP has and will bring more relevance and emphasize the need for efficient transport systems and timely infrastructure project to support the activities related to supply chain or logistics. With development and economic growth, movement of both people and goods are expected to also grow rapidly.

Therefore, there is a clear need to accelerate the budget spending for infrastructure attuned with the needs of the growing economy. The budget allocation is suggested to adopt a grassroots approach whereby identifying priorities according to the historical and forecasted economic activities for enumerated business areas.

Therefore, there is an urgency to create a development master plan on which infrastructure to prioritize and covered by the concerned government agencies such as DOTC and DPWH so that the government spending is allocated to projects that will create the biggest and most relevant impact to the private sector and effectively

support economic activities. The constructed, improved and/or expanded ports must be supported by roads, bridges, railways among others infrastructure to provide effective transport mobility of both goods and people.

On Policy Reforms and Regulations

Whereas, there is a prevailing disconnect, misalignment and/or misinterpretation of some of the existing transport-related policies between government agencies and the private sector which leads to poor enforcement and to some cases, exacerbates the situation of the users or stakeholders contrary to the intent and purpose of the policy.

Whereas, the creation and implementation of transport-related regulations and local ordinances constitute conflicts with policies already in effect by national government agencies resulting to confusion on the part of the affected users or stakeholders. There is no clear demarcation on the limit of authority of the local government units which sometimes encroaches that of the national line agencies.

Therefore, there is a need to align our national transport policies with the views and opinion of all stakeholders including but not limited to the users, regulators, and other affected parties prior implementation. This can be achieved through active public consultations balancing the ideal with the realistic. Any drastic changes to the ways of doing business must be fully considered and provision on interim solutions likewise drafted.

Therefore, alignment and definition on legislative powers between local government units and the line agencies should be established to avoid policies and local ordinances reaching regulatory conflicts. This should address issues on truck bans, truck lanes, number coding schemes among others.

Therefore, as a standard procedure, policies should undergo rigid studies (preferably by third party services) apart from public consultations to fully assess the benefits and risks. A benchmarking with international stan-



SCMAP CEO/CSCO Forum committee chair Rolly Lazo outlines the joint declaration



CTAP president Alberto Suansing talks about the Manila truck ban's effects



NCC private sector co-chair Guillermo Luz with SCMAP's Arnel Gamboa and Cora Curay



Co-moderators Norman Adriano and Mark Philip Commandante

dards and practices must be mandatory to compare the local landscape to ensure a positive change and sustainable long term impact.

On Port Congestion and Truck Ban

Whereas, the City of Manila implemented a city-wide truck ban which limited the movement of trucks along the streets of Manila in an effort to address the rising issue of road traffic. The local ordinance which started in February this year has proven to be counter-productive to economic activities particularly to goods transport and affected companies in neighbouring cities.

Whereas, the truck ban implementation has revealed several conflicts between business policies and the overall national transport strategy. The cliché “the means does not justify the end” applies here as the good intention to resolve traffic issues eventually impeded the continuity of commerce and trade.

Whereas, the resulting port congestion in Manila has caused a ripple effect in business operations which rapidly increased the cost of goods. Ultimately, the miscellaneous and contingent charges including but not limited to port congestion charge, road congestion charge, storage, and detention have contributed to a rise in the cost of goods.

Therefore, an urgent action has to be made to mitigate the existing bottleneck in the Port of Manila. In this light, the existing Manila truck ban should be lifted in moratorium during this peak season to avoid further build up. The congestion is already affecting port operations in Hong Kong, Singapore, Taiwan and even Batangas due to stranded containers.

Therefore, more truck trade lanes are suggested to be created to connect the Port of Manila to all major industrial areas in GMA covering Pasig, Cavite, Laguna, Bulacan among others. The lanes should be help improve accessibility and goods flow.

Therefore, while some consignees and shippers have subscribed to both Batangas and Subic ports, a road map

must be created by the DOTC and PPA on the transition program to manage the throughput of the Port of Manila on the interim while building more capacity in Batangas and Subic is being done. Long term is to shift all cargoes to both Subic and Batangas ports but the short/medium term goal is to make the Port of Manila sustainable for continued trade.

On ASEAN Economic Integration

Whereas, the AEC 2015 poses both opportunities and risks for the Philippines in competing in a larger market. As preparations have showed to be behind schedule, the risks now outweigh the opportunities which includes possible entry of ASEAN companies in the local arena and the exodus of talents and/or skilled labor.

Whereas, the AEC 2015 stands to benefit large companies but can present risks for small and medium enterprises (SMEs) if preparation and adjustment is not sufficiently met.

Whereas, one area of improvement for the preparations for the AEC 2015 will be the Logistics Performance Index (LPI) where the Philippines has been slipping for the past four years. A strong logistics score card will ensure better competitiveness in the AEC.

Therefore, there is urgency and relevance in fast-tracking initiatives to educate Philippine companies on the AEC 2015. An interagency task force (consisting of DTI, DOTC, TESDA and DepEd) should work with private sector and cause oriented groups in mapping the current status of information drive and preparations of local companies, especially SME's, for the big event in 2015.

Therefore, there is also a need to study and benchmark existing laws and regulations with other ASEAN states to assess competitiveness to business operations, employment, banking, among others. An example will be the high income tax return rate of the Philippines compared with other ASEAN countries, ease of doing business index, and ownership of assets from foreign investors. •

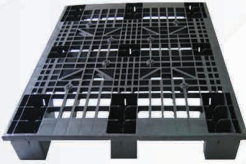


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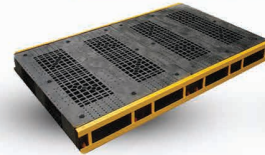
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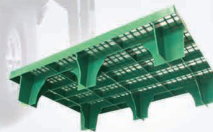


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25 YEARS OF SCMAP

In its quarter century of existence, the Supply Chain Management Association of the Philippines has done many things for the supply chain industry—whether it be in hotel meeting rooms or in the halls of government, on the streets or in the middle of the sea. And as we pave the “road to gold”, to quote current president Arnel Gamboa, we look back—albeit not comprehensively—at what SCMAP has done in the past 25 years.

1989

On August 1989, the Distribution Management Association of the Philippines is founded, in response to increases in shipping rates that were seen as unjust. The first ten member companies are CC Unson, Coca-Cola, Colgate Palmolive, Eveready, Johnson & Johnson, La Tondeña, Nestlé, Procter & Gamble, San Miguel and Unilever.

1990

DMAP is officially incorporated. Antonio Abellera of Procter & Gamble Philippines is elected as the organization’s first president.

- DMAP appears at its first MARINA hearing, as ship-

ping lines request a 39% increase in rates. Due to the organization’s efforts, the rate increase was reduced to 25%.

1991

DMAP begins its collaboration with De La Salle University by providing resource speakers to the institution’s distribution management seminars.

- DMAP mounts its first warehousing workshop, attended by 117 participants across 33 companies.

1992

DMAP, under the presidency of Malou Santos, organizes its first Shipping Immersion Course, the precursor to today’s Logistics Immersion Course. The seminar, May 12-14, is held on board the Superferry 1, en route to Iloilo and back. It would receive its current name in 2008.

1993

Under the presidency of Ed Sanchez, DMAP mounts its first annual conference, the Distribution 2000 Conference in October 1993.



In the beginning: DMAP’s first set of officers, led by Antonio Abellera of Procter & Gamble as president.



DMAP’s Distribution 2000 conference in 1996 has already started shifting towards logistics...



Former DMAP president Norman Adriano cuts the ribbon to the 1996 conference.

1995

The first issue of the *DMAP Newsletter* was released in September 1995. While the publication only ran for a few issues, it would pave the way for the publication of *Supply Chain Philippines* over a decade and a half later.

1997

DMAP opposes the planned “odd-even” traffic scheme proposed by the Metro Manila Development Authority.

- In September, the Distribution 2000 Conference is renamed the DMAP Annual Logistics Conference to keep up with the times.

1999

DMAP takes part in several international conferences, with speaking engagements at the Asia Business Forum Logistics Conference in Singapore, and the Total Logistics Regional Conference in Singapore and Malaysia.

- DMAP opposes Executive Order 59, creating a unified port contractor. The organization saw the proposal as an attempt by several shippers and cargo handlers to set up a monopoly at the North Harbor.

2000

DMAP begins its relationship with the newspaper *Port-Calls*, with the publication of a regular column, called *DMAP Perspective* (later *SCMAP Perspective*). The column, first published in July 2000, runs for fourteen years.

- DMAP’s General Membership Meetings is reestablished as a forum for sharing best practices amongst logistics practitioners.

- As it continues its opposition to EO 59, DMAP takes part in the Coalition for Ports Modernization (later the Coalition for Shipping and Ports Modernization), which lobbied against the feared monopoly via protests, government meetings and media appearances.

- DMAP takes part in the Department of Trade and Industry’s Domestic Trade Development Council, pushing for measures pertaining to a more efficient supply chain.

2001

On July 2, DMAP files a civil action at the Court of Appeals, challenging the constitutionality of MARINA’s Memorandum Circular 153, saying that a computation of the freight rate adjustment is no longer required for



Three DMAP/SCMAP presidents in their younger days... can you pick out who?



One of the many seminars and workshops DMAP organized in the 1990s.



The first Shipping Immersion Course (later Logistics Immersion Course) in 1992. Recognize anyone?

25 YEARS OF SCMAP

those rates that were deregulated. The petition is dismissed on November 29 of that year.

2002

DMAP files an appeal to the Supreme Court regarding the CA's decision on EO 213; this was dismissed due to a technicality.

- The DMAP, its president Lorenzo Cinco, and former president Cora Curay, are charged with indirect contempt of court by several shipping lines at the Supreme Court. It was alleged that their Sea Transport Update on the ruling on EO 213 implied wrongdoing on the SC's part.

2003

DMAP plays an active role in the development of the RORO Nautical Highway, in its belief that it will shrink distribution and transport costs.

- DMAP allows representatives of logistics service providers to sit in its board of directors, seeking to promote transparency and synergy between LSPs and principals. This would be further developed with an amendment to the organization's charter in 2005.

2004

DMAP and De La Salle University launch a post-graduate program on supply chain management.

2005

DMAP co-organizes Agrilink 2005, a conference on matters pertaining to the agriculture industry.

2006

DMAP opens membership to individuals for the first time.

- Initial plans to open a chapter in Cebu are formulated.

2007

Recognizing the need to broaden its scope, DMAP changes its name to SCMAP—the Supply Chain Management Association of the Philippines. However, the organization's activities in the decade prior have reflected supply chain in one way or another.

- The Annual Logistics Conference is renamed to the SCMAP Supply Chain Conference.



Another ribbon opening another DMAP conference has been cut...



The last Shipping Immersion Course was held in 2007: the next year it would be called the Logistics Immersion Course.



Some of the delegates at SCMAP's Supply Chain Conference in 2011.

2011

In January, SCMAP, alongside the Philippine Chamber of Commerce and Industry and the Japan External Trade Organization, launch the Certified Philippine Logistics Master program, a certification program aimed at professionalizing the country's logistics industry.

- In August, the Supreme Court decides in favor of SCMAP in the indirect contempt of court case filed against it by several shipping lines in 2002.

- In September, the first Search for Supply Chain Excellence Awards were given out. The first batch of winners are DHL Supply Chain Philippines, Integrated Commissary and Nestlé's Rhia Gamiao Pereda.

- The first issue of *Supply Chain Philippines*—packaged as the first magazine for the country's supply chain industry—was published. Arnel Gamboa is its first editor-in-chief.

2012

SCMAP signs a memorandum of agreement with the Technological Institute of the Philippines, and kicks off the Logistics Executive Course with the Ateneo de Manila

University. The latter was put on hold after the sudden death of then SCMAP president Gabby Patag.

- SCMAP plays a role in the development of a RORO route from Davao to Bitung, Indonesia.

2013

SCMAP finally makes the foray to the provinces, with the establishment of a chapter in Cebu. Bobby Cabaero, previous president of DMAP, was elected as its president.

- SCMAP is recognized by the Technical Education and Skills Development Authority as the leading organization representing the supply chain industry.

- SCMAP leads efforts against the MMDA's proposed total daytime truck ban.

2014

SCMAP recognizes the thrust towards green logistics with the establishment of the Green Logistics committee.

- SCMAP takes its first steps towards establishing a chapter in Cagayan de Oro, with the holding of a General Membership Meeting and the induction of its first five members in the city.



The SCMAP 2014 board at their induction this February, with Valenzuela representative Magtanggol Gunigundo. I.



The board of SCMAP's Cebu chapter is inducted in their first General Membership Meeting in August 2013.



SCMAP's Ed Sanchez and Max Yap, with Salute to Supply Chain Excellence 2013 awardee Rolly Lazo.

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The evolution of SCMAP

In the final part of his series on the history of the Supply Chain Management Association of the Philippines, the organization's executive director, Ed Sanchez, assesses how SCMAP evolved with the changing definition of supply chain management

An enlarged scope for DMAP

DMAP has not only changed its name and logo, but also enhanced its scope. But the transformation did not happen overnight. DMAP's scope expansion actually started back in the mid-1990s, and DMAP evolved from distribution to logistics to supply chain, as if following the footsteps of CLM (Council of Logistics Management), the world's largest logistics organization. CLM moved to become CSCMP (Council of Supply Chain Management Professionals) in 2005.

The training mission of the CSCMP is shared by SCMAP. However, SCMAP continues DMAP's two-fold role of training and advocacy. While it leads the evolving supply chain management profession in the Philippines by developing, advancing, and disseminating supply chain knowledge and research, it also advocates government policies, rules, legislation and private sector activities that improve supply chain management processes.

SCMAP's mission is taken from the mission of the US-based Council of Supply Chain Management Professionals (CSCMP), but modified to include advocacies.

In its growth from the ten charter members, membership evolved from being composed of manufacturers and distributors only (ie cargo owners) to include providers of

logistics products (equipment and software) and logistics services. There was a strict exclusion of service providers operating in a monopolistic or cartel environment and their affiliates, which is still the case today.

There also was a restriction on the number of logistics service providers, which was a maximum of 20% of the total membership. Likewise, the board of ten directors was restricted to only two members from the service providers sector. Later amendments have changed these.

But over the years, DMAP/SCMAP has shown flexibility and the courage to change its rules for the good of the association and the profession. It has withstood tests and threats to its existence and its membership.

With SCMAP's enlarged scope and mission, the organization is expected to broaden its outlook and make its attitude more collaborative and cooperative with other private organizations and government agencies.

But as we have written in past issues and mentioned in some of our seminars, supply chain management is still evolving, locally and globally.

The following history is derived from a collection of articles published in *Port Calls* under the column SCMAP Perspective.

Vision and mission

SCMAP's planning session in 2011 in Tagaytay set the tone for the further expansion of SCMAP, crafted its vision: "Always Moving Ahead in Supply Chain", a simple but catchy line.

SCMAP also re-crafted its mission as follows:

- To continually work for a well-informed and educated supply chain industry
- To professionalize supply chain practitioners
- To partner with government in creating sound policies, rules and legislations that benefit the industry

SCMAP will press on with its advocacies to reduce supply chain costs and to improve service.

In 2012 a number of amendments were introduced into the by-laws after a review spearheaded by Ike Castillo. Prior to this, the most significant changes in the by-laws had been:

- Allowing the entry of logistics providers, but with a limit to 20% of the membership
- The change from DMAP to SCMAP. This caused some ruffled feelings in some corners of PISM.

There were now some thirteen proposed changes, but among the most significant were:

- Removal of the restriction from membership of companies which are 100% into transport service business
- Removal of the restriction on logistics service providers to 20% of the membership
- Allowing the entry of academe members
- Restriction of an elected president's term to two terms if consecutive, but no restriction if non-consecutive

The restriction to purely transport providers from joining had prevented membership of shipping lines. This was obvious as DMAP was born from the opposition by DMAP founders to shipping lines petitions for rate increases. Under deregulation now, the fight over shipping rates has become less confrontational (recall the rate hearings at MARINA in the 1990s).

The 20% restriction on LSPs had caused a long waiting line of applicant LSPs. The restriction had been put there as a cautious move, an apprehension versus too many members focused on selling services rather than contributing to the development of SCM. But how could we justify excluding LSPs from the SCM industry? Thus, this change could have the biggest impact on the face of SCMAP.

The entry of academe members may or may not have a significant impact, depending on the resulting interest of students and their perception of the membership fee and annual dues. Currently these are both P4,000 and will probably be perceived to be expensive. •



SCMAP: AN ACHIEVER ORGANIZATION DEVELOPMENT, ADVANCEMENT AND DISSEMINATION OF SUPPLY CHAIN KNOWLEDGE

Achievements of DMAP and SCMAP include:

- Holding of various forums with government officials and private groups as speakers, on topics such as truck ban, hijacking, EVAT, shipping deregulation, RORO project, ports projects, road projects, trucking, shipping lines plans, bar coding, citizens' crime watch, and others
- Annual logistics/supply chain conference and exhibit
- Annual shipping/logistics immersion courses on board vessel
- Seminars, workshops and forums on warehousing, intro to supply chain management, logistics outsourcing, leadership, quantitative approaches to logistics planning, basic shipping course, forum on measuring logistics performance, soft skills
- Speaker and participation in, and endorsement of, international logistics conferences
- Surveys on distribution practices, shipping procedures, hijacking, trucking rates, pallets, third party logistics, warehousing shipping lines appraisal, benchmarking project, cabotage and LGU impositions
- Contacts programs and lectures with the academe (De la Salle, UA&P, MIT, TIP) and SCMAP-DLSU program on SCM
- Cooperation with JETRO and AOTS on logistics conferences, consultations and training
- Initial development of a certified logistics master program under guidance of JETRO, AOTS and in cooperation with PCCI; attendance at AOTS courses
- Launch and development of Search for Supply Chain Excellence Awards
- Publication of a regular column, "SCMAP Perspective", in *PortCalls* newspaper
- Listing with the Council of Logistics Management as a trade and professional organization
- Participation in various conferences, congresses, council work with government and private groups (MARINA, PPA, PLSA, DOTC, MMDA, SPAC, PSB, DTI, PCCI, etc.)
- Key role in CSPM (Coalition for Shipping and Ports Modernization).



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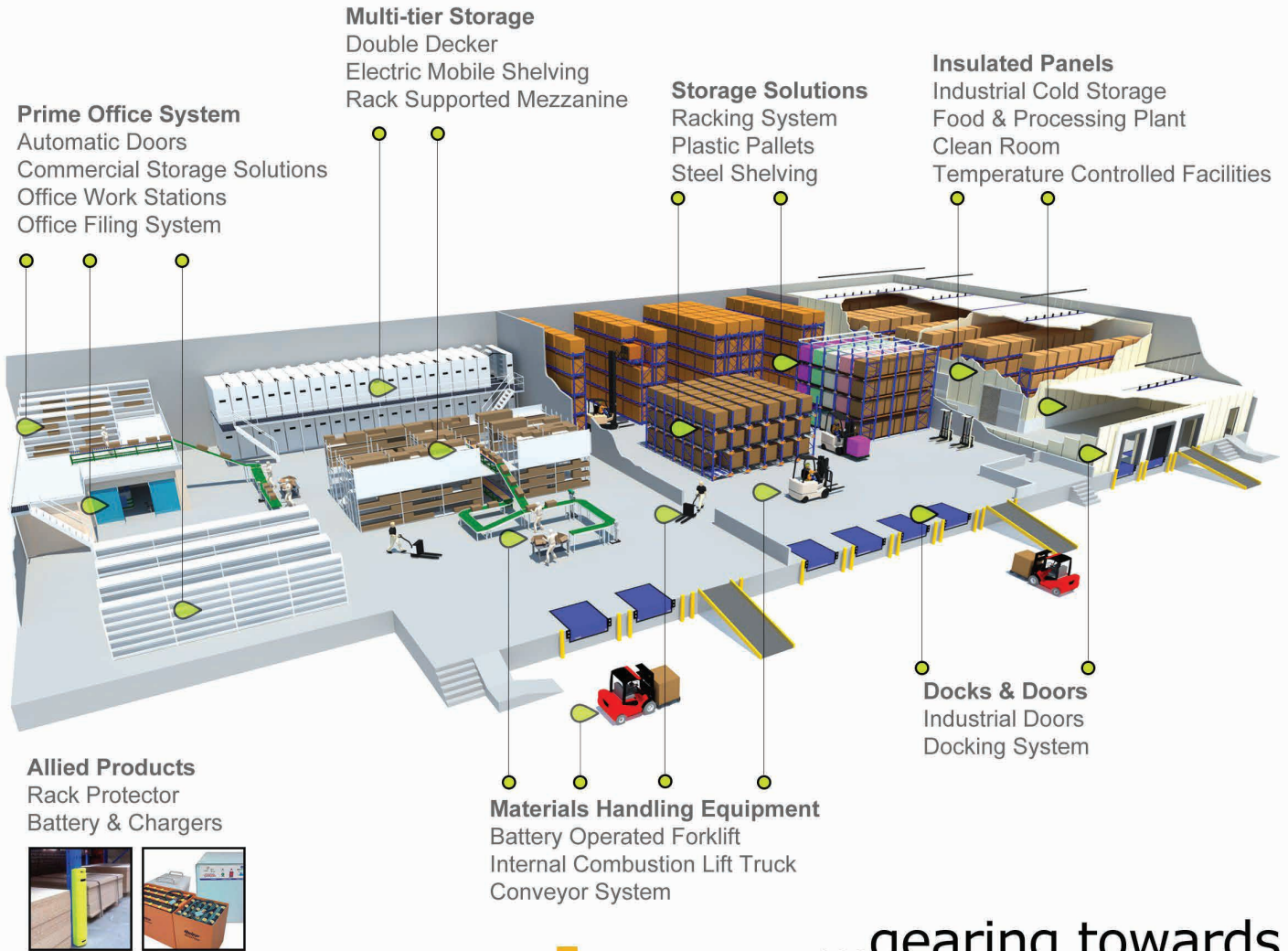
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THE RIPPLE EFFECT

*The Manila truck ban seems to have caused more problems than solutions, and it's not just about traffic, but about an entire country's economy. It also put the spotlight on the importance of the supply chain industry. **Henrik Batallones** takes on a story whose impact on the Philippines is bigger than most realize*



PORT CONGESTION

Last August, ABS-CBN's evening newscast, *TV Patrol*, aired a two-part report on the impact of port congestion on the national economy. The report—fronted by Noli de Castro, no less—stated things that we already know: how Manila's extended truck ban prevented goods from leaving the ports and reaching the businesses that need them, and how this would lead to higher prices, especially as Christmas comes closer.

Nonetheless, the report is a tipping point in the conversation surrounding the Manila city government's ordinance limiting truck trips in its jurisdiction. Since the law was passed in February, different stakeholders—truckers, port operators, businesses, and the government—have made efforts to arrive at a win-win solution. Arguably, things have improved six months after the law was first passed, but many still believe the situation could be better - and it is clearer that where things stand is not wholly because of one well-intentioned law, but because of a series of shortcomings going back years.

Truck ban rewind

First, a refresher. In February, the Manila city government passed City Ordinance 8336, banning trucks from traveling within the city from 5am to 9pm, except on Sundays and holidays. This, they said, was to improve traffic in the city. Violators would be fined P5,000, while their trucks will impounded. In comparison, the existing truck ban implemented by the Metro Manila Development Authority is only during peak hours, from 6am to 9am, and 5pm to 9pm.

Immediately, truckers, port operators and other stakeholders went up in arms. They argued that the truck ban would severely hamper their ability to do business, especially noting that the country's major port is located in Manila itself. Some government agencies also raised alarms: the National Economic Development Authority, for one, warned that the truck ban might lead to hundreds of companies closing down.

The Manila government quickly amended the resolution, opening a daytime window that allowing trucks to travel from 10am to 3pm. However, only trucks loaded with cargo are allowed to travel during the time. This version of the ordinance finally took effect on February 24, although two days later, the daytime window was extended, now running from 10am to 5pm.

Some groups, like the Aduana Business Club, responded with truck holidays that failed to gather momentum. Other groups, like the Confederation of Truckers Association of the Philippines, decided to increase their rates, to triple of the rates prior to the ordinance. The Manila government, meanwhile, encouraged operators to use ports in Batangas and Subic, which were developed in recent years as an alternative to Manila.

In May, Manila mayor Joseph Estrada lifted the truck ban for eight days, ostensibly in preparation for the



World Economic Forum on East Asia, which will be held that month in Makati. While the effort helped decongest the ports somewhat, some believed that the moratorium was a mere window-dressing effort as the Philippines went under the spotlight of economists and business leaders. Travelling trucks on those days were charged P100 per chassis, however.

The following month, the Manila city government opened "express trade lanes" that were exempt from the truck ban for 24 hours a day. The routes—one lane each on Anda Circle, Roxas Boulevard and R-10 Road—allowed trucks to enter and leave Manila's ports easily. (An idiosyncrasy of the truck ban was that trucks were effectively not allowed to leave the ports, as the streets outside of the facilities were also under the ordinance.) Similarly, the MMDA lifted its own truck ban on certain routes from Manila's ports leading to NLEX and SLEX for six months, from June 10 to December 10, except Fridays.

Since then, the situation has somewhat normalized, with port utilization percentages going down from a high of 103%, in the case of the Manila International Container Terminal. But the almost four months from the truck ban's first implementation to the establishment of the express lanes has had a profound impact on the country's supply chain processes.

Decongesting the ports

True to form, businesses adapted to the changing situation. Some of them decided to use the Batangas port,



es had mixed
coupled with road
ward crawled.



Manila mayor Joseph Estrada's passing
of an extended truck ban triggered a
series of events affecting supply chain.

which received some upgrades as the truck ban in Manila took hold. Some shipping lines later decided to make stops in Batangas, although this was long after the national government offered incentives to fully utilize what was, at that point, an underused facility.

However, the Batangas port would later suffer from the problems triggered by the Manila ban. While the port isn't as congested as Manila's—port utilization hovered at the 80% level—Sean Perez, vice president of Batangas operators Asian Terminals Inc., told *PortCalls* that delays in berthing and in pulling out of empty containers meant they aren't operating as efficiently as hoped.

In Manila, the focus shifted towards overstaying containers. The Philippine Port Authority, the Bureau of Customs, and port operators, confirmed that there were 3,000 overstaying TEUs in Manila. Christian Gonzalez, Asia region head of International Container Terminal Services Inc, operators of MICT, said during SCMAP's general membership meeting last August that a significant percentage of containers in his facilities were overstaying. Late in August, ICTSI, in its own expense, barged 1,154 TEUs to their facilities in Subic; this, apart from their decision to close their empty container depot, allowed them to accommodate more cargo coming in, especially in the lead-up to the Christmas season, where the amount of cargo coming in is expected to spike.

The BoC also vowed to speed up auctions for imports confiscated and are left sitting in Manila's ports, contributing to port utilization and preventing other containers from coming in.

The transport of empty containers was another issue. The Manila truck ban prevented trucks with empty containers from returning to the ports during the daytime window, forcing them to jostle for space at nighttime, with all the other trucks who have previously made deliveries during the early hours. Port operators opened new container depots in Bulacan and Cavite, while the Bases Conversion Development Authority opened a three-hectare container depot in Clark, projected to accommodate 20,000 TEUs. The PPA also raised plans to lease a 10-hectare lot near the Cultural Center of the Philippines to house empty containers.

The national government, unfortunately, took a long time before mounting a concerted response to the situation. While some cabinet-level officials played a part in the easing of the original Manila ordinance—the moratorium during the WEF was, reportedly, at the requests of Cabinet secretary Rene Almendras and DPWH secretary Rogelio Singson—it took them until September to fully galvanize their efforts.

The Cabinet Cluster on Port Congestion, led by Almendras, gathered different government agencies to formulate policies aimed at easing port utilization. One of the policies was the imposition of a five-day deadline for cargo owners to pull their goods out of the ports once cleared by the Philippine Port Authority and the Bureau of Customs. Overstaying containers will be fined P5,000 per day from October.

The cluster is also working on the implementation of 24-hour “last mile” routes, aimed at encouraging truck-

OUR SUPPLY CHAIN WOES: A TIMELINE

• **FEB 5**
 Manila mayor Joseph Estrada signs City Ordinance 8336, banning trucks in Manila from 5am to 9pm.

• **FEB 24**
 Manila's truck ban takes effect, but loaded trucks are allowed to travel during daytime, from 10am to 5pm.

• **MAR 13**
 Trucker groups increase their rates to triple of the previous rate. Government encourages businesses to use Subic and Batangas.

• **MAY 12**
 Estrada suspends the truck ban for eight days to lessen port congestion in time for the World Economic Forum on East Asia.

• **MAY 31**
 Estrada opens "express truck lanes" from Manila's North Luzon Expressway (NLEX) leading to NLEX-SLEX. MMDA files a lawsuit with a similar proposal.

ers to finish their journey to complete their periods of engagement, even if the truck ban goes into effect. The routes include the express lanes set by the Manila government, as well as new routes through A. Bonifacio Road (to NLEX) and Quirino Avenue (to SLEX). The MMDA also aims to incentivize truckers to make trips on Sundays and Monday mornings.

Colorum confusion

While efforts were mounted to decongest the ports, another roadblock preventing trucks from making their trips came to form: Joint Administrative Order 2014-01, issued by the Department of Transportation and Communication in conjunction with the Land Transportation Office and the Land Transportation Franchising and Regulatory Board. The order, which was passed in June, toughened penalties for road violations, such as reckless driving and drunk driving. A section of the order also set their sights on colorum vehicles, which operate without the proper license, or outside of their licensed areas.

Upon first glance, the said provisions seem to be aimed by colorum buses and other forms of public transport, such as shuttle services, that operate without a yellow plate. However, colorum trucks were also included. First offenders will be slapped with a fine of P200,000, and the registration of the offending vehicle will be revoked. Repeat offenders will find the registration of their entire fleet of vehicles revoked.

Logistics service providers and truckers balked at this proposal. They acknowledge that some of them operate with a green plate instead of a yellow plate—the latter usually given to vehicles for hire—but lament the long, slow process in getting a yellow plate that would allow them to operate. With most trucks being operated on a for-hire basis, they fear that the law would prevent them from doing business—and thus, put another dent on the country's supply chain situation, in addition to results of the truck ban.

Some of those trucks have pending applications for yellow plates, and in the interim were given provisional authorities by the LTFRB. This piece of paper would allow a truck to ply the roads while its application for a franchise is being considered. When the JAO was introduced, there was confusion as to whether those with PAs will be apprehended or not, and this dovetailed with clashes between the LTFRB and local government units on how to implement the order.

Some argue that the stricter implementation of the law has led to worse traffic in Metro Manila, as more colorum buses were stopped on the roads every day. The LTFRB decided to step back on the apprehensions while determining their next move, which raised the ire of local government units. Their argument is simple: why allow unlicensed buses and trucks to travel in our cities? Soon enough, the LGUs were apprehending when the LTFRB wasn't, and the clash reached Malacañang, who sided with the mayors.

As for the trucks, the LTFRB allowed for-hire trucks to apply for provisional authority until August 15. It received over 33,000 applications during the period. LTFRB Chairman Winston Ginez later said that he would not lift his new "no apprehension" policy for trucks who go in and out of Manila's ports, saying that these vehicles need "special consideration" due to their role in decongesting the ports.

More problems than solutions

Both the JAO and the Manila truck ban were designed to ease traffic in the metropolis. On one hand, colorum vehicles, especially buses, were blamed for Metro Manila's congested roads, especially when these vehicles figure in gruesome accidents. On the other hand, Manila saw the presence of trucks in its streets as a major cause of clogging in its thoroughfares.

But the measures designed to work around these problems seem to have caused more harm than good. Let's begin with traffic—anybody who drives within Metro Manila knows it hasn't improved. For instance, Roxas Boulevard—where one lane was allotted to trucks—has seen worse traffic jams even during off-peak hours, due to road maintenance projects. In some cases, the truck lanes themselves are closed for repairs, forcing these huge vehicles to shift lanes and put more people at risk.

However, the MMDA has decided to extend the truck lanes to other roads, recently closing down at least seven U-turn slots along C5 so it can allot the road's innermost lane to trucks. It has eased traffic in some places, but worsened it in others, notably along the Katipunan area, where three major universities are located.

As this article was being written, the North Luzon Expressway saw itself clogged, with trips that usually last for thirty minutes stretching for three hours or longer. The jam was blamed on a rerouting of trucks coming from the north and headed to the ports in Manila, as well

• JUN 2

The DOTC issues Joint Administrative Order 2014-01, imposing harsher penalties on colorum vehicles. Truckers are wary.

• JUN 28

The LTFRB suspends apprehension of green plated trucks to ease port congestion. The MMDA and LGUs balk, vowing to still stop colorum trucks.

• AUG 7

Malacanang vows an end to port congestion in Manila by August 16, and announces exemptions for not-for-hire trucks.

• AUG 13

Senator Bam Aquino leads a Senate inquiry into port congestion. Manila vice mayor Isko Moreno thinks the Manila government is being unfairly blamed.

• SEP 2

President Noynoy Aquino forms the Cabinet Cluster on Port Congestion as he seeks an “immediate resolution” to the issue.

• SEP 4

MMDA announces “last mile” routes, from September 8-22, letting trucks finish their trips without being penalized.

as the usual delays these ports are already facing.

Arguably, however, traffic is a small problem compared to the larger effects of the Manila truck ban. Experts have warned that the truck ban would lead to an increase in the inflation rate, and therefore, an increase in prices. Latest figures from the Philippine Statistics Authority put the inflation rate at 4.9% in August, compared to just 2.1% twelve years prior. Since the truck ban was implemented in late February, the inflation rate was at 4.5% on average.

The truck ban also had an impact on the country’s imports. The PSA’s latest figures saw imports fall 3.6% in June, to \$4.715 billion. Imports of electronic products, needed by the country’s sizeable semiconductor industry, was at \$1.097 billion in June, a 22% drop from twelve years prior. Imports of industrial machinery also dropped 34% year-on-year, to \$211.97 million. The National Economic Development Authority attributes the drop partly to the truck ban, and the resulting increased costs for both producers and consumers.

It’s not just the trucks who are now queueing because of the truck ban: even cargo ships find themselves waiting out at sea, as the ports remain congested and unable to accommodate their shipments. Some shipping lines have even stopped service to Manila due to their inability to berth and offload their cargo. The problem has even reached ports outside of the Philippines, as containers bound for Manila end up stranded in Hong Kong, Singapore and Kaoshiung.

The tipping point

A prevailing thought, and perhaps the thought you have after reading all that, is this: we went to hell because of the truck ban. “Is it possible,” someone asked, “for a local government official to effectively put a stop on the national economy?” Yes, the Manila truck ban did trigger all this, but it is not right to put all the blame on Manila City Hall’s welcome mat. In hindsight, City Ordinance 8336 served to highlight the strain our middling infrastructure has brought on our supply chain processes, among many other things.

Gonzalez pointed out that, while Manila’s ports are world-class and rival those of other countries’, the routes leading to it are congested and limited. In Manila’s case, there’s the R-10 road, which was blocked by illegal settlers until recently; and the Delpan Bridge, an aging overpass leading to Roxas Boulevard, and one that can-

not support dead loads, as DPWH assistant secretary Ma. Catalina Cabral revealed during the SCMAP CEO/CSCO Forum.

The worsening traffic in Metro Manila is also due to a lack of infrastructure. Gonzalez pointed out during the SCMAP general membership meeting that there have only been two major road projects in the past twenty years in Metro Manila: the C5 Road, and the Skyway. Only now are we catching up with the increasing population of Metro Manila and its surrounding provinces, with the construction of new highways in and out of the capital—but it is possible that these highways will be filled to capacity before they could even open. And it’s not just trucks, but buses, cars, and jeepneys, too. As Gonzalez pointed out, also during the CEO/CSCO Forum: why blame 7,000 trucks for the traffic woes of the whole of Metro Manila?

Local government units are autonomous, to a certain degree, allowing them to implement laws that they believe would benefit their populace. This certainly was the thinking behind Manila’s extended truck ban, but as the impacts snowballed, the national government’s response was slow and indecisive at times. The lack of coordination between the national government and its local counterparts meant decisions are made without much thought on how it will affect its neighbors—the way Estrada’s bus ban irked Quezon City mayor Herbert Bautista, the way his truck ban threatened to put a halt on the economy, especially one that is so reliant on its capital, a capital whose ports were essentially sealed shut.

Yes, things are better than in the early days of the truck ban. As always, we have adapted. MICT is finally allowed to expand its facilities. The Batangas port has become a competitive alternative to Manila. Port utilization is normalizing, and in the coming months we expect the backlog to subside considerably. But we cannot always be reactive. We cannot always put band-aids over cracks. We expect a second wave of congestion in the ports, as delayed shipments that are stranded in our neighboring ports come in, and as the Christmas season ushers in more imports. We can only do so much.

The past few months have illustrated why we need a long-term, proactive plan to make sure our supply chain processes work—in infrastructure, in bureaucracy, in development. But that’s a thought for another day. •

Additional research by Avel Acedo. Special thanks to Ariane Astorga for supplying one of the photographs.



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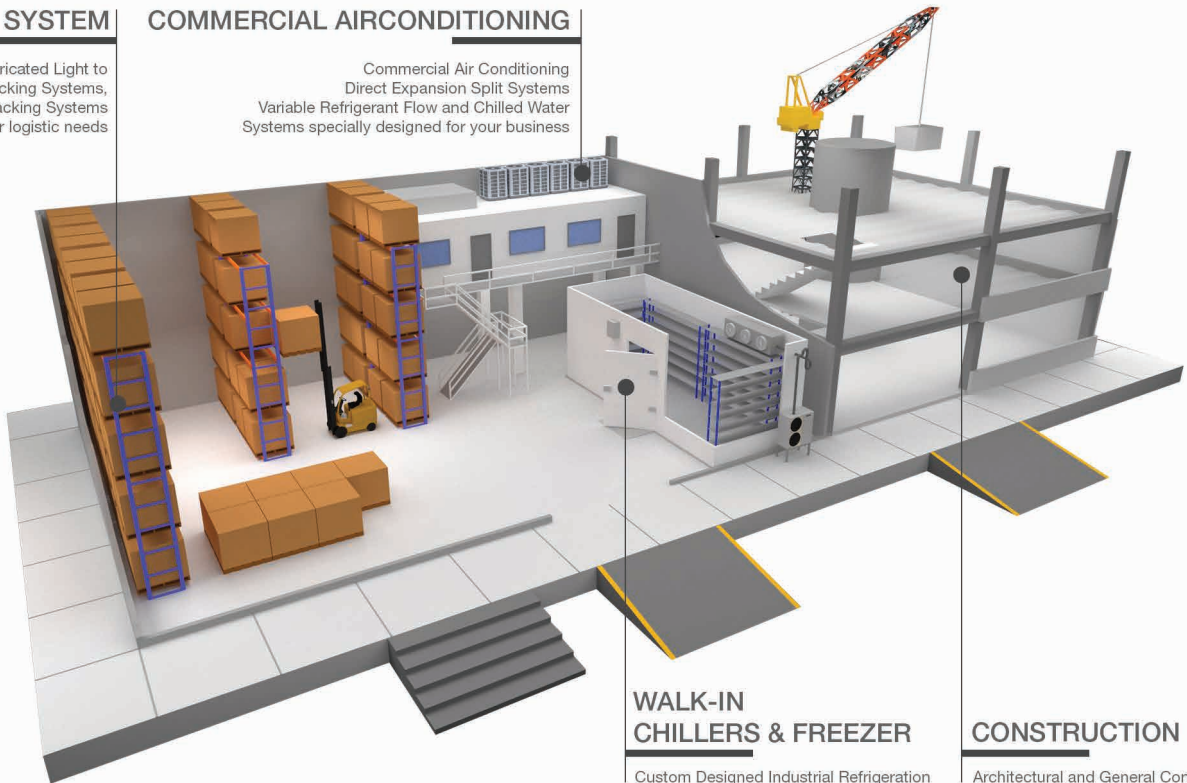
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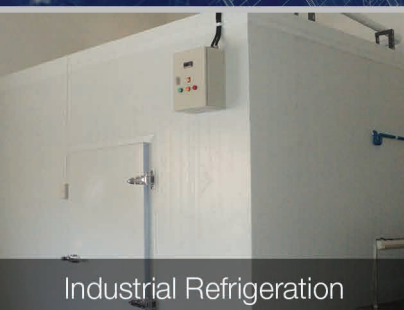
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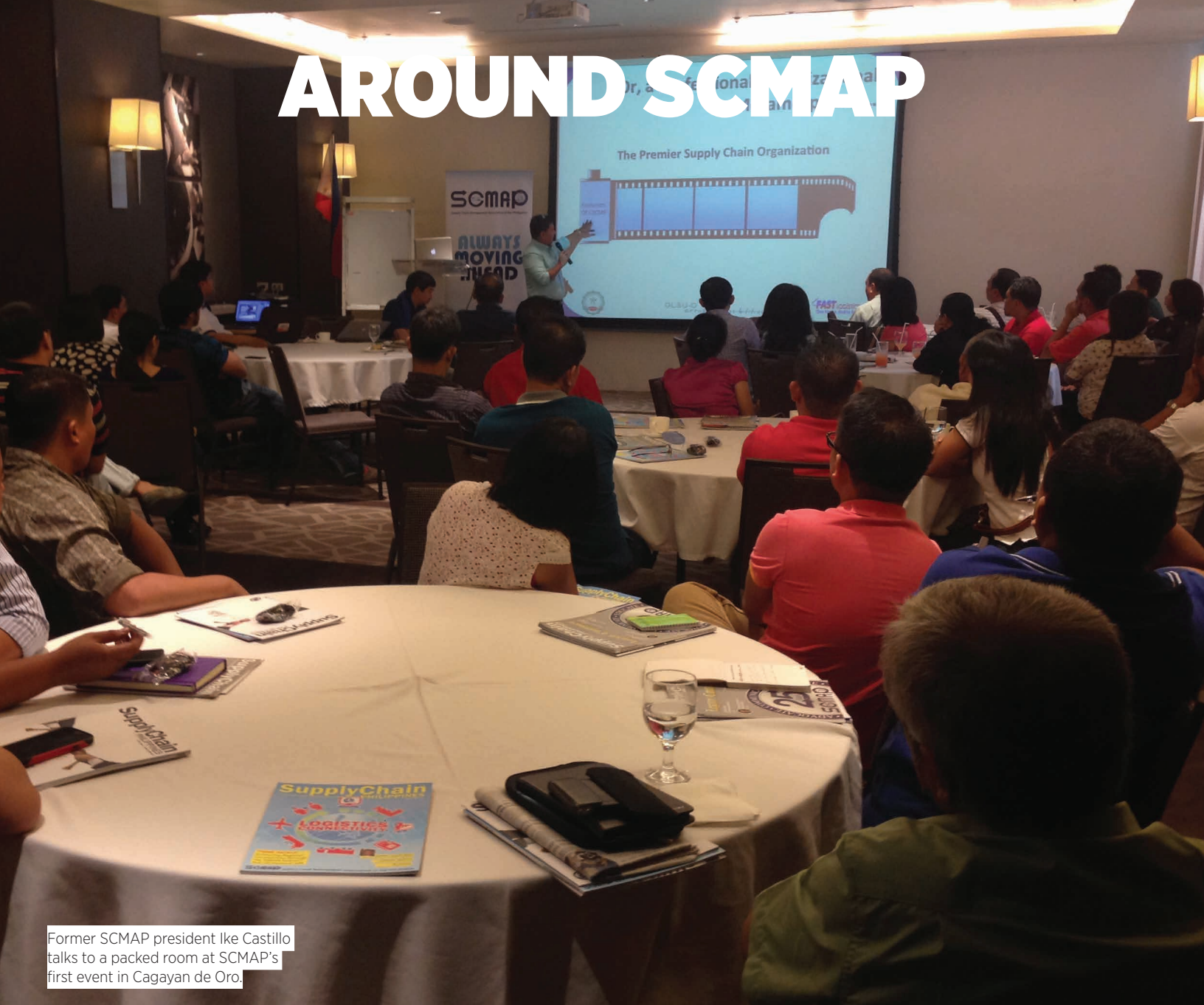
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AROUND SCMAP



Former SCMAP president Ike Castillo talks to a packed room at SCMAP's first event in Cagayan de Oro.

A good start for SCMAP in Cagayan de Oro

While a chapter has yet to be established, SCMAP's first foray into northern Mindanao's gateway has been encouraging

The SCMAP charter calls for the establishment of two chapters outside of Metro Manila. On August 16 last year, the Cebu chapter was successfully established. Exactly a year later, SCMAP visited Cagayan de Oro, with the aim of establishing a second chapter in northern Mindanao's emerging logistics powerhouse, in time for the organization's 25th anniversary.

While this chapter has yet to be established—at the end of the event, which was held at the Seda Centrio Hotel, there were only five inducted members—it can be said that the city has welcomed SCMAP with open arms. As of this writing there are six pending member applications, and recruitment for other non-3PL members are underway. The reception to the whole-day event was warm and positive.

The event was split into two parts. In the morning, a special edition of Supply Chain Mornings was held, with Prof. Gus Arguelles and former SCMAP president Ike Cas-



Former SCMAP president
Ike Castillo



Former SCMAP president
Dennis Llovido



Gus Arguelles of the Ateneo
de Manila University



SCMAP Cebu director Mae
Masnayon



SCMAP national president Arnel
Gamboa with representatives of the
organization's first five members from
Cagayan de Oro.



The event was well-attended, with
representatives from many sectors in
the region.

tillo giving their personal insights into the complex world of supply chain management. After lunch, a general membership meeting was held, where SCMAP president Arnel Gamboa and SCMAP director Max Yap introduced the organization and its activities and advocacies to a full house. (While it doesn't directly affect businesses in the region, the discussion on Manila's truck ban and the conflicting regulations on colorum vehicles seemed to have struck a chord with the audience, which were a good mix of retailers, logistics companies and manufacturers.)

Another former SCMAP president, Dennis Llovido, was there to talk about some best practices that he picked up during his supply chain career. Llovido, who served in 2011, has ties to Cagayan de Oro, having worked with Nestlé's logistics operations in northern Mindanao for two years. Mae Masnayon, a director of SCMAP's Cebu chapter, also lent her support.

Five new members were inducted: Fast Cargo, represented by Joel Marciaga; Del Monte, represented by Manuel Santiago; Messe & Handel, represented by Alejandro Villarta Jr.; RM Viking, represented by Paul Ryan Gusay; and Transpecial, represented by Mercy Bollozos.

To keep the momentum going, SCMAP has made plans to return to Cagayan de Oro in the coming months. A second general membership meeting is slated for October, in order to entice more businesses to join the organization. The end goal is to hold elections determining the chapter's board of directors, and to finally get SCMAP's CDO arm rolling.

But, again, the signs have been encouraging. As Gamboa pointed out, the first CDO event was held on the anniversary of the Cebu chapter's establishment, and was graced by three SCMAP presidents, past and present. To paraphrase the *Hunger Games* trilogy: he odds, we believe, are in our favor. •

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Logistics Immersion Course heads to Puerto Princesa



The participants of this year's Logistics Immersion Course take a group photo before boarding.

This year's Logistics Immersion Course saw the SCMAP community head to Puerto Princesa in Palawan, for three days of learning, networking and fun.

Held on board 2GO Travel's MV St. Augustine of Hippo on May 16-18, this year's LIC saw talks from a range of heavy hitters. The Philippine Port Authority's Jojo Miolo talked about the government organization's policies and facilities; Roni Balbieran of the REID Foundation tackled the state of the Philippine economy and its infrastructure projects; and Unilever's German Martizano elaborated on integrating transport strategies to supply chain management.

Also on board were SCMAP's president Arnel Gamboa, who tackled logistics trends as ASEAN economic integration drew closer; Max Yap, who discussed import and export procedures; Al Lagera, who talked about benchmarking; and Prof. Gus Arguelles, who dove into the strategies of negotiation.

The weekend's events began with a look at port operations on Friday afternoon, before boarding the ship for dinner and fellowship. The seminars were held throughout Saturday, as the ship travelled to Puerto Princesa, complete with a stopover at the tourist destination of Coron.

After a quick rest on Palawan soil—the ship arrived in Puerto Princesa late on Saturday night—it was off to Honda Bay for a lightning tour at one of Puerto Princesa's nature destinations. A picnic lunch capped off the weekend, before a plane brought the participants back to Manila.

The successful Logistics Immersion Course proved to be, like in previous years, an opportunity for supply chain professionals to learn more about their work, and connect with their peers as well—all in a relaxing setting in one of the Philippines' emerging and most dynamic cities. •



"Relaks-relaks 'pag may time": an icebreaker in between sessions.



Participants take a boat ride around Honda Bay.



Max Yap

Gus Arguelles



Arnel Gamboa



German Martizano



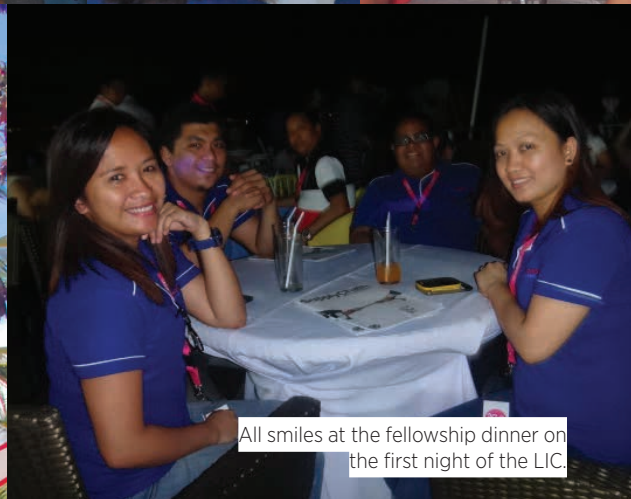
Al Lagera



Roni Balbieran



Of course, a photograph after setting foot on one of Honda Bay's beaches.



All smiles at the fellowship dinner on the first night of the LIC.



What's an SCMAP event without food? (I mean, island hopping is tiring!)

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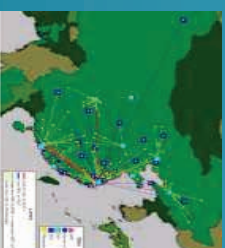
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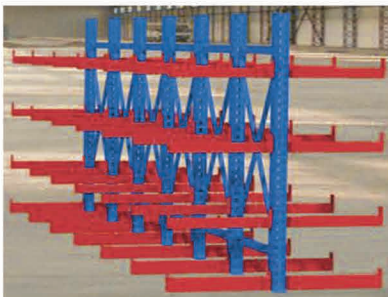
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Supply Chain Mornings continues

SCMAP's new series of seminars on different aspects of supply chain management continued with two well-received seminars. On June 19, Al Lagera led a seminar on inventory control management, featuring inventory management methods, categorization and inventory strategies.

The next session, held on August 14, was about quantitative approaches to logistics planning, and was led by business planning consultant Sam Cruz. In it, he showed basic forecasting techniques and how a basic set-up of Microsoft Excel can help in production planning.

There are two more Supply Chain Mornings sessions this year: Leadership Training on October 16, and Strategic Procurement on November 20. To sign up, contact the SCMAP Secretariat through secretariat@scmap.org.

Heavyweight GMM visitors

With the effects of the Manila truck ban still on top of many supply chain professionals' minds, SCMAP's General Membership Meetings did its best to update its members and address the latest developments.

ICTSI Asia region head Christian Gonzalez was the guest speaker on the August 14 GMM, where he shared his presentation to the Senate during its hearing on port congestion. His insights, informed by his work running one of Manila's major ports, helped the GMM's attendees gain more perspective into how port congestion affects the country's economy as a whole.

The previous GMM, held on June 19, featured UTI Logistics' Patrick Cooney, who discussed the latest developments and insight in supply chain and order management.

SCMAP Cebu chapter gets busy

SCMAP's Cebu chapter has been busy with its series of activities and events targeted towards supply chain professionals in Cebu and neighboring provinces.

Their first General Membership Meeting for the year was held on March 21, and featured talks on supply chain sustainability from Adasia Logistics' Nestor Dolina, and Cebu's traffic situation from Cebu chapter vice president Gilbert Cabatana.

Their second GMM, held on May 30, was coupled with Supply Chain Mornings, featuring talks from Max Yap (on import and export documentation), Randy Cabungcal (on India's dabbawala system) and Capt. Rodien Paca (on the challenges of port operations.)

Finally, their third GMM, held just last September 12, saw Henry Batallones talk about warehousing best practices, and Ninoy Rollan talk about the role of business insurance on supply chain operations.

Prepping for Walk the Watershed

SCMAP's CSR activity, Walk the Watershed, was moved from its original July date to October 11, due to the effects of Typhoon Glenda.

Preparations for the activity have long been underway, however. Last June 13, SCMAP representatives visited the Casili Elementary School in Rodriguez, Rizal, whose students and teachers will be the beneficiaries of the activity. The school was the subject of several reports on GMA News in the past months, as its students have to travel through a river—using flotation devices—just to get to class. It was learned that the over 100 elementary students either travel through the river, or through a long mountain path.

The advance party included Avel Acedo, SCMAP's green logistics committee chair; Henrik Batallones, SCMAP's marketing committee chair; and Joyce Panaligan, of Smart Communications' public affairs group, and major supporter of the initiative.

SCMAP is still accepting donations, whether in cash or in kind, for the activity. We are also looking for members who are willing to provide 4x4 trucks to carry our donations to the students of Casili. To take part, contact the SCMAP Secretariat through secretariat@scmap.org.

SCMAP at Franchise Asia PH 2014

SCMAP vice president Cora Curay was one of the speakers at this year's Franchise Asia Philippines 2014, held on July 16-20 at the SMX Convention Center.

The event, organized by the Philippine Franchise Association, is a gathering of professionals in the franchise industry. The conference features strategies, developments and best practices, while the exhibition offers franchising opportunities from new players and established giants, locally and internationally.

Curay talked about the importance of supply chain in light of the upcoming ASEAN economic integration. She joined a storied roster of speakers led by DTI secretary Gregory Domingo, who was the keynote speaker.

And coming up...

SCMAP's **Walk the Watershed**, our CSR activity, on October 11 ... the next two **Supply Chain Mornings** sessions: Leadership Training on October 16, and Strategic Procurement and November 20 ... **SCMAP elects its 2015 national board** during its General Membership Meeting, also on November 20 ... and two fun events lined up: a **badminton tournament** in November (with more details to follow), and the **Christmas fellowship** on December 5. For more information, contact the SCMAP Secretariat through secretariat@scmap.org, or like our Facebook page, at www.facebook.com/supplychainphilippines.



Sam Cruz pulls some volunteers to demonstrate forecasting techniques on his Supply Chain Mornings session.



ICTSI's Christian Gonzalez outlines the effects of the Manila truck ban on ports during the August GMM.



The scene at SCMAP's Cebu chapter's first General Membership Meeting of 2014.



SCMAP vice president Cora Curay talks at this year's Franchise Asia Philippines conference.



SCMAP's Avel Acedo and Henrik Batallones, Smart's Joyce Panaligan, and the teachers of Casili Elementary School.

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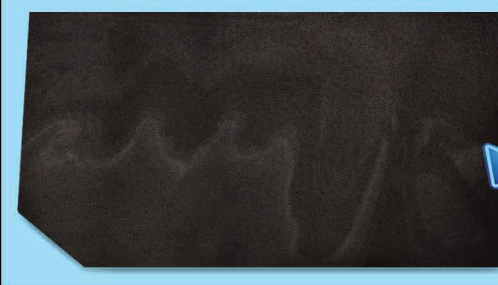


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Movers&Shakers



Moves in SCMAP's board



Rolly Lazo and Jessie Sarmiento have departed the SCMAP board. Rolly resigned from Johnson & Johnson to take up the position of vice president of supply chain with Philippine Batteries, Inc. Jessie, on the other hand, resigned to focus on a major project with Smart Communications, Inc.

With that, two new members of the board of directors were appointed. George Yumul, of ABM Global Solutions, returns to the board; he previously served in the 2013 board. Mark Philip Commandante, of Danone Universal Robina Beverages Inc., also joins the board.

A bigger SCMAP as it welcomes its newest members

SCMAP has inducted eight new corporate members in the last two General Membership Meetings, held on June 19 and August 14:

- CIBI Inc., represented by Johanna Janeo;
- Devex Inc., represented by Jet Chua;
- Fly Ace Corporation, represented by Julie Cheng;
- Fountainhead Technologies, represented by Jose Agostinho Salvador;
- Glacier North, represented by Raul Versoza;
- URC Flour Division, represented by Jasper Munji;
- UTI Logistics, represented by Kitty Teo; and
- V&F Ice Plant, represented by Andrea Sta. Cruz.

SCMAP also welcomed Bianca Gutierrez to its roster of individual members. She is the organization's third individual member.

We would like to thank them for their support of the organization.

Fast Logistics shortlisted

Fast Logistics, the leading service provider of value adding supply chain solutions in the Philippines, has been named a finalist in the 2014 Supply Chain Innovation Awards, organized by the Council of Supply Chain Management Professionals. The company's entry, "Successfully Developing and Embracing S&OP to Improve a Logistics Provider's Service and Costs", will be presented at this year's CSCMP Annual Global Conference in San Antonio, Texas on September 23. Fast Logistics is the only non-US finalist in the category; other nominees include USAID, Intel, Sears, Flextronics and Descartes.

SSI Schaefer on top again

SSI Schaefer has been named top supplier for industrial and automated systems by American trade magazine *Modern Materials Handling*. In 2013, SSI Schaefer's worldwide revenue increased by 3% to USD2.65 billion, enabling it to hold the top spot for the eighth year in a row. The magazine's annual list considers material handling providers with a presence in the United States, and is sorted by annual revenue. In Asia, SSI Schaefer designs, manufactures and installs order sorting and picking systems, conveying systems, and innovative storage systems such as the LogiMat vertical storage lift.

MIDDLE PAGE BRAIN STRAIGHTENER

Answers to this issue: (1) Sangley Point (2) Christmas Day (3) Agoo (4) Home (5) Mikhail Gorbachev (6) Santa's Little Helper (7) Morgan Freeman

Answers to last issue: (1) Brooke's Point (2) Tubbataha (3) Cagayancillo (4) Lao Tzu (5) Tagbanwa (6) Kayangan (7) El Nido

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"Narratek was chosen among several other providers because we believe they can handle our complex requirements. And, I think based on the outcome, I can say that we made the right choice. They did go the extra mile by integrating their ARIES Financials System with our Manufacturing system (Regional System)..."

Ms. Jocelyn C. Sanchez

Director

Mitsuwa Philippines, Inc.

OUR FOUR (4) PILLARS

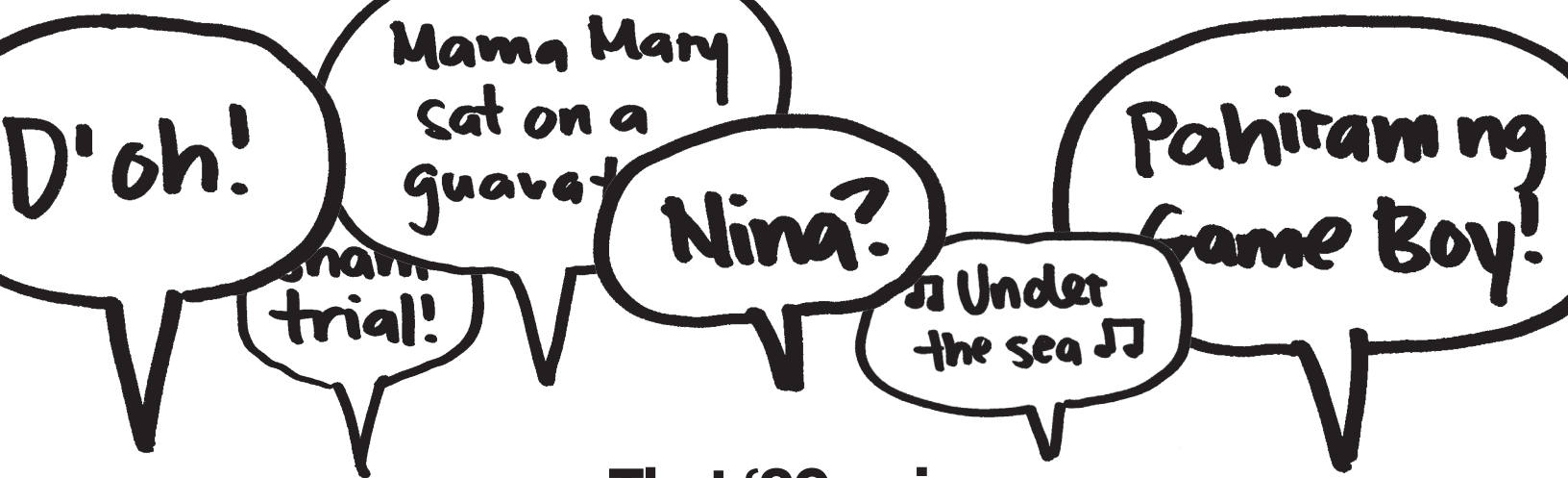
| Enterprise Functionalities | Government Compliance | Premium Support | Infra Services |
|----------------------------|-----------------------|-----------------|----------------|
|----------------------------|-----------------------|-----------------|----------------|

ARIES ERP GOLD

NETPAY GOLD

| FEATURES | REPORTS | HIGHLIGHTS | FEATURES |
|---|--|---|--|
| <ul style="list-style-type: none"> - BIR Books - General Ledger <ul style="list-style-type: none"> Journal Voucher Petty Cash Voucher GL Analysis Query End of Month Processing Year-end Processing Bank Reconciliation - Order Processing <ul style="list-style-type: none"> Sales Order Delivery Receipt Sales Invoice Price Matrix – Branch, Customer, Product Price Matrix – Branch, Customer Type, Product Price Matrix – Branch, Product - Accounts Receivable <ul style="list-style-type: none"> Statement of Account Official Receipt Collection Receipt Acknowledgement Receipt A/R Debit Memo A/R Credit Memo Customer Ledger - Purchasing <ul style="list-style-type: none"> Purchase Requisition Purchase Order PR Inquiry PO Inquiry - Raw Materials (RM) Inventory <ul style="list-style-type: none"> RM Receiving Report RM Issuance Slip RM Return to Vendor RM Inventory Adjustment RM Stock Card - Finished Goods (FG) Inventory <ul style="list-style-type: none"> FG Receiving Report FG Entry Slip FG Sales Return FG Stock Transfer FG Inventory Adjustment FG Stock Card - Materials Supplies (MS) Inventory <ul style="list-style-type: none"> MS Receiving Report MS Issuance Slip MS Inventory Adjustment MS Stock Card - VAT Input <ul style="list-style-type: none"> VAT Codes Table - VAT Output - Withholding Tax - EWT Codes Table - Alphanumeric Tax Code Table | <ul style="list-style-type: none"> - General Journal - General Ledger - Sales Journal - Purchase Journal - Inventory Book - Vouchers Payable Journal / Recap - Cash Disbursement Journal / Recap - Check Register - A/P Debit Memo Journal / Recap - A/P Credit Memo Journal / Recap - A/P Aging - A/P Schedule - BIR Form 2307 (per transaction, monthly, quarterly) - Sales Order Transaction Listing - Open Sales Order - DR Transaction Listing - Sales Invoice Transaction Listing - Sales Book / Recap - Sales Report - PR Transaction Listing - Unserved PR - PO Transaction Listing - Unserved PO - RM RR Transaction Listing - RM Issuance Transaction Listing - RM RTV Transaction Listing - RM Adjustment Transaction Listing - RM Stock Movement Report - RM Stock Status Report - RM Stock on Hand - MS RR Transaction Listing - MS Issuance Transaction Listing - MS Adjustment Transaction Listing - MS Stock Movement Report - MS Stock Status Report - MS Stock on Hand - VAT Input Report (Detailed and Summary) - VAT Output Report (Detailed and Summary) - TAX Withheld Report (MAP) - TAX Withheld Report (Detailed and Summary) - General Journal / Recap - Petty Cash Journal / Recap - General Ledger / Subsidiary Ledger - Trial Balance - Comparative Income Statement - Comparative Balance Sheet - Schedule of Bank Reconciliation - Statement of Account - Journal / Recap - Cash Receipt Journal / Recap - Cash Register - A/R Debit Memo Journal / Recap - A/R Credit Memo Journal / Recap - A/R Aging | <ul style="list-style-type: none"> - Multi-branch set-up - Multi-user set-up - Seamless integration within modules - Automatic generation of accounting entries in all transactions - Facility to check unbalanced Debit and Credit entries - Validates and displays message to notify invalid or incomplete information - Powerful search engine function to simplify and speed-up data encoding - User defined Financial Statement Format - User defined Reference Files - GL Accounts Analysis with drill-down to source documents - Vendor Ledger Analysis with drill-down to source documents - Customer Ledger Analysis with drill-down to source documents - Electronic Stock Card with drill-down to source documents - Automatic computation of VAT Input, VAT Output and EWT Amounts based on TAX Codes tables - Multiple warehouse set-up - Multiple and Flexible price matrix scheme - Credit Memo and Debit Memo take-up for A/P and A/R - Revenue and Cost Centers set-up - Subsidiary Ledgers set-up - Advances from Customers take-up - Advances to Suppliers take-up - Monitoring of Inventory Movement - Month-End and Year-End closing routines - System Generated JV for Month-end / Year-end closing entries - Tracking and reporting of cancelled documents - Customizable Forms and Reports - All Forms and Reports are convertible to any file such as PDF, EXCEL, WORD, CSV - Various reports filtering options - BIR Computerized Accounting System(CAS) Compliant (For Large Companies) | <ul style="list-style-type: none"> - Multi-company - Multi-branch - Multi Pay Frequency processing - Unlimited number of employees - Can set the schedule for government premium deductions - Provides different types of earnings and deductions - Provides transactions for Leaves and Overtime - Can set-up taxable and non-taxable earnings - User-defined government deduction tables - System maintained loans transactions - Automatic generation of accounting entries - Automatic computation of ECOLA - Automatic generation of 13th Month Pay - Interface with various banks for the bank remittances - Interface with Timekeeping System - Customized Payroll Register - Customized Pay Slip - Generation of Loans Ledger - Generation of Monthly Report for government deductions - HDMF Member's Contribution (MCRF) - Philhealth RF1 (monthly) - Philhealth RF-1 (quarterly) - SSS R3 Contribution Report - SSS R1-A Employment Report - BIR 2316 Form - BIR 1601C - BIR Alpha list - Last Pay Processing - Leave Balance cash conversion - Previous Employers Transactions |





That '89 quiz

Because SCMAP was born in 1989, here's a bunch of questions about what happened in 1989. Locally. Internationally. Pop culturally.

Danilo Atienza, who died during the 1989 coup attempt against Cory Aquino, now lends his name to which AFP military base?

Sangle Point Mactan Air Base Clark Air Base

Romanian dictator Nicolae Ceaucescu and his wife were executed on which holiday?

Good Friday Labor Day Christmas Day

The Virgin Mary's apparition to Judiel Nieva happened on which La Union town?

Naguilian Agoo San Fernando

Which of these buttons was not present in the Game Boy, which was introduced in 1989?

Start Select Home

Which Cold War personality was Time magazine's Person of the Year in 1989?

Ronald Reagan Mikhail Gorbachev Lech Walesa

Which Simpsons pet was introduced on the very first episode of The Simpsons?

Snowball Coltrane Santa's Little Helper

Driving Miss Daisy, which won the Oscar for Best Picture in 1989, starred which black actor?

Denzel Washington Morgan Freeman James Earl Jones

I didn't tear the wall down. They did!

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If you have a brilliant idea for an article on Supply Chain Philippines, contact the editorial team with your idea. Email secretariat@scmap.org with the subject line "SCP Contributor". Freebies and perks await successful contributors.

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If you have news within your company that you want our readers to know, send us a 100-word write-up (and, if any, high-resolution photos) to secretariat@scmap.org with the subject line "Movers and Shakers".

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DC Expert is an affordable suite of software modules designed to maximize the overall performance of your warehouse. The suite helps to answer the questions of how much, how fast, where, when and why we require facilities and staff in the operation. It allows the user to ask and answer the “what if” questions quickly and easily, allowing for a complete look at all the options possible.

To meet today’s fast-paced business needs, the warehouse must transform from a static entity to a dynamic component of your business. DCX can help you do this quickly and very effectively.

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About SCMAP

The Supply Chain Management Association of the Philippines (SCMAP) is a professional organization comprised of companies and individuals with a keen interest and involvement in supply chain management (SCM). Founded as the Distribution Management Association of the Philippines (DMAP) in 1989, the organization has expanded its mission, opened membership to individuals and offered more programs as SCM has received greater attention from entities looking to become more competitive in today's economy. It has also recently started a chapter based in Cebu.

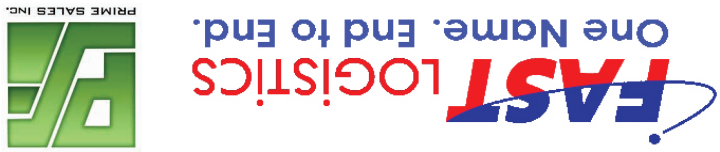
With the vision "Always Moving Ahead in Supply Chain", SCMAP works to form a well-informed and educated supply chain industry by providing seminars, conferences and fora to SCM practitioners, encouraging sharing of ideas and contributing to their professionalization. SCMAP also partners with the government and other policy-making bodies in forming sound rules and legislation that will affect the supply chain industry.

Membership benefits include free attendance to six general membership meetings per year, where current issues concerning the industry are discussed; a 20% discount in seminars, fora and conferences; and regular updates on transport, warehousing and logistics developments. Members also get representation in formulation of government policies concerning SCM, opportunities for exchanging updated industry information, and access to SCMAP's wide roster of representatives in industry, technology, government and the academe.

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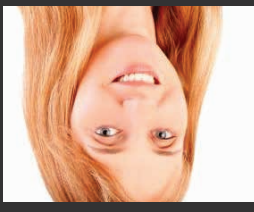


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Country Managing Director, DHL Supply Chain Philippines



Enrique Castillo
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Dr. Shirlyn Reyes
Fellow, Philippine Institute of Chemical Engineers



David Abrenilla
Founder, President and CEO, Mediacom Solutions, Inc.



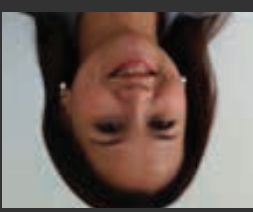
Henry Batallones
Country Director, SSI Schaefer Philippines



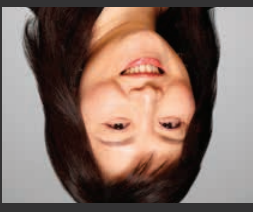
Dr. Albert Clavo
Overseer and Senior Pastor, Lighthouse Christian Community



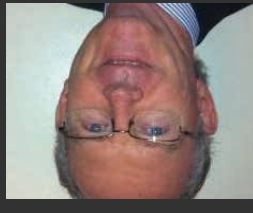
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Martyn Isbell
Vice President for Business Development, Asia Pacific, Dematic Pty Ltd



J.D. Montelibano
Head for Product Management for Business Applications, Globe Telecom

General Framework

This year's conference marks the 25th anniversary of the Supply Chain Management Association of the Philippines. We take the opportunity to take stock of the evolution of supply chain in the past years, the challenges facing it today, and what the future holds for an industry that is vital to economic growth and global competitiveness.



Sen. Paolo Benigno "Bam" Aquino IV
Senator, Republic of the Philippines

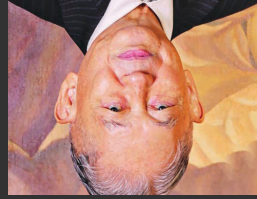
Sen. Paolo Benigno "Bam" Aquino IV is the youngest senator of the 16th Congress of the Republic of the Philippines, having been elected to the post in 2013. He began his career in government in 2001, when he joined the National Youth Commission, the primary policy-making body on youth affairs. He was named its commissioner in 2003, a role which he held for three years.

He later became an advocate of social entrepreneurship and youth empowerment. He was president of the TAYO Foundation, and also co-founded the Hapinoy Program, which promotes the creation of micro to small businesses in communities across the country.

Prior to his work in government, he hosted the Studio 23 morning show *Breakfast* and the youth-oriented current affairs show *Y Speak*.

He took up mechanical engineering at the Ateneo de Manila University, graduating summa cum laude in 1999.

Mr. Meneleo Carlos, Jr.
Private Sector Chair,
Transport and Logistics Policy
Networking Committee, Export
Development Council



Meneleo Carlos Jr. is the private sector chairman of the Transport and Logistics Networking Committee of the Export Development Council. This committee monitors government policies and addresses issues concerning the role of logistics in the country's export development program.

He is the president of Resins Inc., a Philippine conglomerate with stakes in manufacturing, ship-building, construction and insurance. He is also the chairman emeritus of the Federation of Philippine Industries, an organization gathering major players of the country's industries, and is an independent director of the Ayala Corporation.

He graduated from Cornell University in 1952 with a degree in chemical engineering.

Steven Cua is the current president of the Philippine Amalgamated Supermarkets Association, an organization founded in 1986 and composed of 148 stores catering to the class BCD market. He was elected to the position in 1999, and served as vice president for eleven years prior.

A second-generation supermarket operator, he is currently president and CEO of Welcome Supermart in Quezon City, and its sister property in Bacaram. He is also currently marketing director of the e-commerce company Trade Channel Philippines.

He is also part of the National Price Coordinating Council, and is part of the organizing committee of the National Retailers Conference, the annual event of the Philippine Retailers Association.

He took up business management at the Ateneo de Manila University, graduating in 1981. He later finished his MBA degree in 1985.



Mr. Steven Cua
President, Philippine
Amalgamated Supermarkets
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