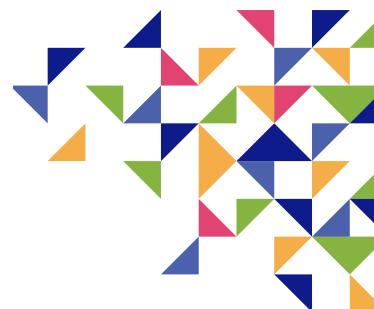


INFORMATION KIT

VISAYAS RISING

Accelerating
Business Growth
through Digital
Transformation





HOSTED BY THE PHILIPPINE
CHAMBER OF COMMERCE AND
INDUSTRY TACLOBAN – LEYTE INC.







VISAYAS RISING

Accelerating Business Growth through Digital Transformation

July 23 to 25, 2025 Tacloban City & Palo, Leyte

ABOUT THIS YEAR'S CONFERENCE

The 34th Visayas Area Business Conference (VABC) is the annual gathering of the 23 local chambers of the Philippine Chamber of Commerce and Industry (PCCI) across the Visayas Region, hosted by the PCCI – Tacloban Leyte Inc. under the theme "Visayas Rising: Accelerating Growth Through Digital Transformation", happening on 23 – 25 July 2025, at the Leyte Convention Center, Palo, Leyte.

The 34th VABC focuses on the critical need for digital transformation among the region's Micro, Small, and Medium Enterprises (MSMEs). While MSMEs are the backbone of the Visayas economy, many lack the resources, digital skills, and knowledge to effectively adopt AI, automation, and other crucial technologies.

Visayas Rising offers a practical, hands-on solution. The conference provides a unique blend of learning and implementation through interactive workshops, live technology demonstrations, and networking opportunities with industry experts and fellow businesses. The goal is to equip MSMEs with actionable strategies, the right digital tools, and a clear plan to successfully integrate technology, ensuring their growth and competitiveness in the digital age.









SCHEDULE OF EVENTS

JULY 23, 2025	6:00 AM 5:00 PM	VABC GOLF TOURNAMENT COMMERCE EXCHANGE	San Juanico Golf & Country Club Leyte Convention Center Complex Annex A
JULY 24, 2025	9:00 AM	TACLOBAN-LEYTE BUSINESS EXPO OPENING	Leyte Convention Center Complex Main Hall
	9:30 AM	CHAMBER DEVELOPMENT WORKSHOP	Leyte Convention Center Complex Annex A
	10:30 AM	BYTE FORWARD HACKATHON	Leyte Convention Center Complex Annex B
	1:00 PM	34TH VABC CONFERENCE DAY 1	Leyte Convention Center Complex Main Hall
	6:00 PM	WELCOME DINNER Digital Dreamland	Leyte Convention Center Complex Main Hall
JULY 25, 2025	9:00 AM	34TH VABC CONFERENCE DAY 2	Leyte Convention Center Complex Main Hall
	10:30 AM	BREAKOUT SESSIONS 1 Digital Transformation Labs	Leyte Convention Center Complex Main Hall, Annex A
	2:00 PM	BREAKOUT SESSIONS 2 Industry Roundatbles	Leyte Convention Center Complex Main Hall, Annex A, Annex B
	6:00 PM	FELLOWSHIP DINNER Modern Pintados	Leyte Convention Center Complex Main Hall

JULY 26, 2025 6:00 AM POST-CONFERENCE TOURS



REGISTRATION FEES

DISCOUNTED RATE (until June 30, 2025 only) Php 4,500

REGULAR RATE Php 5,000

bit.ly/34th-vabc-registration



Account Name:

Philippine Chamber of Commerce and Industry Tacloban-Leyte Inc.

Account #:

00000-5983-8023





VISAYAS RISING

Accelerating Business Growth through Digital Transformation

CONFERENCE PROGRAMME

DAY 1-JULY 24, 2025

Leyte Convention Center - Main Hall

1:00 pm Opening

Opening Ceremonies

- Parade of PCCI Officers
 - PCCI Visayas Local Chamber Presidents
 - PCCI Visayas Regional Governors
 - Host Chamber Officers and BOD
 - PCCI AVP for Visayas
 - PCCI National Officers
- Pintados Festival Performance

1:30 pm

Call to Order

Melanie Ng

Co-Chairperson, 34th VABC Area Vice President, PCCI Visayas

Welcome Remarks

Eugene A. Tan

President, PCCI Tacloban-Leyte 34th VABC Host Chamber

Welcome Message

Stephanie Diane "Twinkle" Chu

Co-Chairperson, 34th VABC Regional Governor, PCCI Eastern Visayas

Message of Support

Hon. Remedios "Matin" Petilla

Mayor, Municipality of Palo

Opening Message

Melanie Ng

Chairperson, 34th VABC Area Vice President, PCCI Visayas

Message from the PCCI President

Consul Enunina V. Mangio

President, PCCI

Conference Overview

Jonathan Calvara

Director, 34th VABC

2:00 pm Introduction of Keynote Speaker

Atty. Joebert Peñaflorida

PCCI Western Visayas Regional Governor

Keynote Speech

Visayas Rising: Transforming Vision into Business Impact for a Future-Ready Region

Hon. Paolo Benigno "Bam" Aquino IV (TBC) Senator of the Republic of the Philippines

2:30 pm Introduction of Guest Speaker

Atty. Albert M. Uy

PCCI Western Visayas Regional Governor

Guest Speaker

The Future is Now -

Are Visayas Businesses Ready?

Dennis Anthony H. Uy

CEO, Converge ICT

Chairman, 51st Philippine Business Conference

and Expo (PBC&E)

3:00 pm Digital Readiness Workshop

How Digitally Ready Is Your Business?

Ian Denver Sanchez

Co-founder, Flow21 Systems

4:00 pm Plenary Session 1: Defining Digitalization for Visayas Businesses

SESSION CHAIR:

Atty. Jocelle Batapa-Sigue

Member, Digital Innovation Board, Innovation and Entrepreneurship Alliance for Digital Development

PANELISTS:

Alwyn Rosel

Executive Director, QBO Innovation

Charmaine Valmonte

Chief Information Security Officer, Aboitiz Equity Ventures

Martha Sazon (TBC) CEO, Mynt (GCASH)

DAY 2 - JULY 25, 2025

Leyte Convention Center - Main Hall

9:00 am Key Takeaways from Day 1

Stephanie Diane "Twinkle" Chu

Regional Governor, PCCI Eastern Visayas

9:15 am Welcome Message

Bryan L. Ang

VP for Trade Facilitation, PCCI

9:30 am Plenary Session 2: Reimagining Future-

Ready Cities in the Visayas

PANELISTS:

Renato Solidum

Secretary, Department of Science and

Technology

David Leechiu

CEO, Leechiu Property Consultants

Arch. Felino "Jun" A. Palafox, Jr.

Founder, Palafox Associates

Edgar Tabacon

Regional Director, Department of Public

Works and Highways VIII

SESSION MODERATOR:

RJ Ledesma

Co-founder, Mercato Centrale Philippines

10:30 am BREAKOUT SESSIONS 1
Digital Transformation Labs

r

Main Hall	Empowering Enterprises through Digital Business Solutions Walter Garcia, President, DevTac
Annex A	Building Smarter Businesses Through the Cloud Carlo Espejo, Senior Engagement Manager Amazon Web Services Philippines
Annex B	Harnessing AI for Competitive Advantage Ralph Regalado, Chief Scientist & Head of AI, Kollab

VENUE: Leyte Convention Center - Annex A

HOSTED BY THE PHILIPPINE CHAMBER OF COMMERCE AND INDUSTRY TACLOBAN – LEYTE INC.

1:00 pm

Plenary Session 3: Catalyzing a Future-Ready Economy through Digital Policy, Trade, and Inclusion

PANELISTS:

George Barcelon

Chairman, PCCI

Eduardo V. Francisco (TBC)

President, BDO Capital & Investment

Corporation

Hon. Victor Ma. Regis "Vico" N. Sotto

(TBC)

Mayor, Pasig City

SESSION MODERATOR:

Melvin Esteban

CEO, WeLead Financial Advisory

2:00 PM BREAKOUT SESSIONS 2 Industry Roundtables

Main Hall	Digitally Powered Commerce Nel Laygo, CEO, Peddlr Joemar Taganna, CEO, Paytaca
Annex A	 Tourism 4.0 & Experience Tech Erika Dell Sancho, CEO, Mata Technologies Michelle Eve de Guzman, Marketing Director, Cebu Pacific Air
Annex B	Agri-Tech & Food Value Chains JT Solis, CEO, Mayani Marini Fernandez, CEO, Farmtri

VENUE: Leyte Convention Center - Annex A

3:00 pm Message from PCCI

Ma. Alegria "Bing" Sibal-Limjoco,

VP for Regional Affairs and

Membership, PCCI

3:30 pm Closing Keynote - The Road Ahead: Turning Insights into Action

Mark L. Yu (TBC)

President of Retail and CFO, Seaoil

Philippines, Inc.

4:00 pm **CLOSING CEREMONIES**

 Special Presentation: 51st Philippine Business Conference and Expo
 (PBC&E)

 Presentation and Adoption of the 34th VABC Resolutions

Turnover of VABC





POCKET EVENTS

Make the most of VABC through our exciting lineup of events—insightful forums, a dynamic business expo, and high-level networking sessions designed to spark ideas, partnerships, and growth.



JULY 23, 2025 | 6:00 am - 12:00 nn

VABC GOLF TOURNAMENT

San Juanico Park, Golf and Country Club & Hotel

Kick off the conference with friendly competition and networking on the green! The VABC Golf Tournament offers a relaxed yet engaging setting for delegates to build connections with fellow business leaders and industry champions. **SEPARATE REGISTRATION FEES APPLY.**



JULY 23, 2025 | 5:00 pm - 9:00 pm

COMMERCE EXCHANGE

Leyte Convention Center Complex Annex A

Grow your network, strike new deals, and discover potential partners at the Commerce Exchange. This B2B matching event is designed to connect businesses across the Visayas with strategic buyers, suppliers, and collaborators.



JULY 24, 2025 | 10:30 am - JULY 25, 2025 | 12:00 nn

BYTE FORWARD HACKATHON

Leyte Convention Center Complex Annex B

A hackathon where real-world meets innovation—businesses share their challenges, and students race against time to develop creative solutions in just 24 hours. Build bold. Build Filipino Forward.



JULY 24, 2025 | 9:30 am - 12:00 nn

VISAYAS CHAMBER DEVELOPMENT WORKSHOP

Leyte Convention Center Complex Annex A

Designed for local chamber officers and members, this workshop equips participants with tools, strategies, and shared best practices to strengthen chamber operations and impact across the Visayas region.





WHAT TO WEAR

In July, the weather in Tacloban is typically hot and humid with occasional rain. We recommend wearing light, breathable clothing and comfortable shoes—but be sure to bring an umbrella or light rain jacket to stay dry between venues.

OFFICIAL CONFERENCE ATTIRE GUIDE

JULY 23 NIGHT	Commerce Exchange	Smart Casual
JULY 24 DAY	Conference Day 1	Business Attire
JULY 24 NIGHT	Welcome Dinner: Digital Dreamland	Technicolor Techno
JULY 25 DAY	Conference Day 2	Filipiniana / Barong
JULY 25 NIGHT	Fellowship Night: Modern Pintados	Festive Flair

STYLE GUIDE





For the Digital Dreamland Welcome Dinner, we're embracing a Technicolor Technoaesthetic—a vibrant fusion of business chic and bold creative expression. Start with a sleek black outfit as your foundation—then add electric pops of color through accessories, jackets, shoes, or statement pieces.



Festive Flair

Let your creativity shine and proudly showcase your local traditions — whether it's a vibrant headpiece, handcrafted accessories, or a meaningful symbol from your hometown festival.

*All PCCI members will be provided with the official 2025 PCCI Visayas Festival Shirt. Shirt Design for illustration purposes only and is subject to change.





POST-CONFERENCE TOURS

Experience Kalanggaman Island

Php 3,195 / person Minimum 10 pax

INCLUSIONS

- Van Transfers Tacloban-Palompon-Tacloban
- Boat Transfers Palompon-Kalanggaman Island-Palompon
- · Entrance Fee for Local Tourists
- Services of Tour Coordinator
- Lunch (Boodle Setup) w/ Fresh Fruits, Mineral Water, Soda
- Use of Open Cottage with Tables & Chairs



DETAILED ITINERARY

4:30 am	Depart for Palompon, Leyte
6:30 am	Arrive at Palompon Port, Leyte
6:45 am	Registration/Briefing/Board Boat to Kalanggaman Island
7:45 am	Arrive at Kalanggaman Island
	Free time to explore the island
12:00 nn	Lunch will be served
2:00 pm	Board Boat back to Palompon Port
3:00 pm	Arrive at Palompon Port

3:30 pm Depart Palompon for Tacloban City6:00 pm Arrive at Summit Hotel, Tacloban City













POST-CONFERENCE TOURS

Historical Heritage Tour

of Tacloban City & Palo

Php 860 / person

Minimum 10 pax

HALF DAY TOUR

- Use of Van (4 hours)
- Entrance Fees
- Services of DOT Accredited Tour Guide
- Mineral Water

Php 1,570 / person

Minimum 10 pax

WHOLE DAY TOUR

- Use of Van (6 hours)
- Entrance Fees
- · Services of DOT Accredited Tour Guide
- · Lunch at Local Restaurant
- Mineral Water



DETAILED ITINERARY

8:00 am	Meet and Greet at Hotel
8:30 am	Start of Historical/Heritage Tour
8:45 am	Visit/Guided Tour: Sto. Nino Shrine
9:30 am	Visit/Rolling Tour: Sto. Nino Church/Tacloban City Hall/Madonna of Japan
10:30 am	Visit/Photo-op: Old Leyte Capitol Building
11:00 am	Brief Stop-over at M/V Eva Jocelyn Shipwreck/Proceed to San Juanico Bridge
11:30 am	Rolling Tour of San Juanico Bridge/Return to Tacloban City
12:00 nn	Return to Tacloban/Drop off at Hotel/End of Tour OR Lunch at local restaurant
1:30 pm	Continuation of Tour/Depart for Palo
2:00 pm	Rolling Tour: New Leyte Capitol Building
2:30 pm	Visit: Palo Cathedral
3:00 pm	Visit: Macarthur Landing National Memorial Park
3:30 pm	Return to Tacloban/Drop off at Hotel/End of Tour













CONFERENCE VENUE



The 34th Visayas Area Business Conference will be held at the **Leyte Convention Center Complex**, located in Palo, Leyte—just a few minutes away from downtown Tacloban City.

For this year's conference, we will be utilizing all three halls of the complex—the Main Hall and Annexes A & B—to accommodate plenary sessions, breakout forums, exhibits, and networking activities.











The Tropics Resort & Hotel at MacArthur

Baras, Palo

(This hotel is about a 5 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Deluxe Quad	Php 6,700.00
Premier Courtyard Twin	Php 5,800.00
Premier Courtyard Queen	Php 5,800.00
Premier Seaside Twin	Php 6,300.00
Premier Seaside Queen	Php 6,300.00
Executive - Seaside	Php 12,600.00
Premier Beach Pool Twin	Php 7,300.00
Premier Beach Pool Queen	Php 7,300.00
Executive - Suite Beach Pool	Php 13,500.00
Governor Suite	Php 31,500.00
Presidential Villa	Php 190,000.00
Extra Bed/Person	Php 2,000.00

All rates quoted below include Breakfast for 2.





Summit Hotel Tacloban

Robinsons Place Tacloban Brgy. 77 Marasbaras, Tacloban City

(This hotel is about a 15 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Deluxe Room	
 Room Only 	Php 3,101.00
 Single Occupancy 	Php 3,501.00
 Double Occupancy 	Php 3,901.00
Premier Room	
 Room Only 	Php 3,920.00
 Single Occupancy 	Php 4,320.00
 Double Occupancy 	Php 4,720.00
Summit Suite	
 Room Only 	Php 5,441.00
 Single Occupancy 	Php 5,841.00
 Double Occupancy 	Php Php 6,241









Hotel XYZ

P Zamora St, Downtown, Tacloban City, Leyte

(This hotel is about a 20-30 minute drive to venue. Shuttles will be provided.) All rates quoted below include Breakfast.

ROOM TYPE/CATEGORY	PROMO RATES
Fine Room Twin	Php 3,141.00
Fantastic Room Twin	Php 3,591.00
Fabulous Room	Php 7,191.00
First Class	Php 9,490.00

All rates quoted below include Breakfast for 2.





Ironwood Hotel

cor. P. Burgos and Juan Luna Streets, Tacloban City

(This hotel is about a 20-30 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Interior Queen	Php 3,250.00
Interior Twin	Php 3,750.00
Standard Room	Php 3,750.00
Premium Queen	Php 3,750.00
Premium King	Php 4,200.00
Signature Suite	Php 5,000.00
Ironwood Suite	Php 5,000.00









Luxury Suites Hotel

P.Burgos Street, Tacloban City

(This hotel is about a 20-30 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Standard Room	Php 1,500.00
Standard Twin	Php 1,800.00
Quadruple Suite	Php 3,000.00
Deluxe Twin	Php 2,000.00
Triple Suite	Php 3,000.00
Extra Bed	Php 400.00





Asia Stars Hotel

P. Zamora Street, Tacloban City

(This hotel is about a 20-30 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Annex Triple Deluxe Queen Deluxe Double Deluxe Triple Premium Double Premium Triple	Php 1,800.00 Php 1,900.00 Php 1,800.00 Php 2,700.00 Php 1,950.00 Php 2,900.00
Executive Suite Extra Bed/Extra Person	Php 3,200.00 Php 400.00









Hotel Canelsa

cor. Rizal Avenue and P. Burgos Street, Tacloban City

(This hotel is about a 20-30 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Solo Junior	Php 1,000.00
Solo Regular	Php 1,100.00
Twin Bed	Php 1,800.00
Jr. Executive	Php 2,000.00
Sr. Executive (Matrimonial)	Php 2,500.00





Madison Hotel

8 Madison Park Hotel compound, Brgy. 87 Manlurip Road, Tacloban City

(This hotel is about a 20 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Standard Twin Sharing	Php 3,050.00
Quad Sharing	Php 4,550.00









CLN Hotel

Brgy. 91, Purok 1, Maharlika Highway, Abucay, Tacloban City

(This hotel is about a 20 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Standard Single	Php 1,300.00
Standard Double	Php 1,900.00
Premier Rooms	Php 3,300.00
Victorian Rom	Php 4,800.00





Tacloban Plaza Hotel

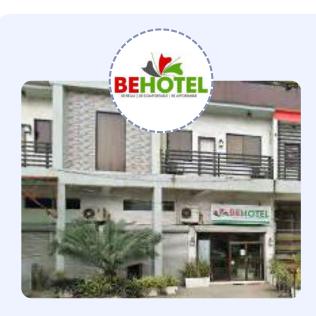
Justice Romualdez Street, Tacloban City

(This hotel is about a 20 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Deluxe Matrimonial	Php 2,750.00
Deluxe Twin	Php 2,750.00
Premier Twin	Php 2,750.00
Premier Suite	Php 4,870.00
Executive Deluxe	Php 3,615.00
Extra Bed	Php 990







BE Hotel

Quezon Blvd., New Bus Terminal, Brgy. 91, Abucay, Tacloban City

(This hotel is about a 20 minute drive to venue. Shuttles will be provided.)

ROOM TYPE/CATEGORY	PROMO RATES
Single Room	Php 800.00
Double Regular	Php 1,300.00
Double Standard	Php 1,500.00
Twin Bed Regular	Php 2,200.00
Twin Bed STD	Php 2,400.00
Family Room	Php 3,000.00
Executive Room	Php 3,200.00

BOOKING INSTRUCTIONS

for 34th VABC Delegates

To ensure a smooth and comfortable stay during the 34th Visayas Area Business Conference (VABC), delegates may choose from these options for hotel booking:

Option 1: Assisted Booking via VABC Secretariat

We can help facilitate your reservation with our partner hotels. Kindly fill out the Hotel Booking Request Form through the link below:

bit.ly/34th-vabc-hotels

Ms. Shai Ada from the 34th VABC Secretariat team will coordinate with the hotel on your behalf and confirm your reservation via email.

Option 2: Book Directly with Your Preferred Hotel

You may also choose to book directly through:

- Hotel Websites/Facebook pages
- Online booking platforms such as:
 - Agoda
 - Booking.com





HOW TO GET AROUND

During the conference, complimentary shuttle services will be available for all registered delegates, covering key routes between official hotels, the Leyte Convention Center Complex, and other event venues.

While Tacloban City currently does not have taxis or Grab services, public transportation options such as multicabs, jeepneys, and tricycles are readily available. Delegates may also opt to book private car services through our accredited partners.

Shuttle schedules will be released one week before the event. For assistance, please feel free to contact the PCCI Secretariat Team at any time.



OTHER REMINDERS

- Check the VABC Website (vabc.ph) and Conference Infokit Regularly -Stay updated on session schedules, venue maps, and speaker lineups.
 Final details will be released one week before the event. Watch out for announcements via email and our official social media channels.
- Follow Our Official Facebook Page (facebook.com/vabcph) Important updates, shuttle announcements, and behind-the-scenes content will be posted on our Facebook page. Be sure to like and follow for real-time information.
- Arrive Early for Registration On-site registration opens at 8:00 AM on July 23 at the Leyte Convention Center, Annex A. Please allot time for check-in and collection of your conference kit.
- Bring Your Conference ID at All Times Your conference ID will serve as your official access pass to all sessions, shuttle services, meals, and social events.
- Prepare Business Cards or Digital Contact Info Make the most of networking opportunities during B2B matching, exhibit hours, and fellowship events by having your contact details ready to share.













SPONSORS

The 34th Visayas Area Business Conference would like to extend its deepest gratitude to the following valued sponsors. Their generous support has made this landmark event possible—bringing together leaders, innovators, and changemakers from across the Visayas to drive digital transformation and inclusive economic growth.











































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July 23 to 25, 2025 Tacloban City & Palo, Leyte



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Account Name:

Philippine Chamber of Commerce and Industry Tacloban-Leyte Inc.

Account #: 00000-5983-8023

For assistance, contact the PCCI Tacloban-Leyte Secretariat Team at 0991-2640614 or email secretariat.pccitaclobanleyte@gmail.com.



HOSTED BY THE PHILIPPINE
CHAMBER OF COMMERCE AND
INDUSTRY TACLOBAN – LEYTE INC.

