

“NEGOSYO PARA SA IBA, NEGOSYONG KAKAIBA, NEGOSYO KA NGA BA?”

ATENEO AND PHILSEN SOCIAL ENTREPRENEURSHIP CONFERENCE

September 17- 18, 2009

Leong Hall Auditorium

Ateneo de Manila University, Loyola Heights Campus

Tentative Program

Day 1 - September 17, 2009, Thursday

8:00 a.m. Registration

8:30 a.m. Opening Ceremony

9:00- 11:30 **PANEL I- What is Social Entrepreneurship?**

- A. Atty. Antonio La Vina, Country Representative, ASHOKA Philippines
- B. Rene Guarin, President, Philippine Social Enterprise Network (PhilSEN)
- C. Illac Diaz*, My Shelter Foundation, Executive Director and Founder
- D. Guillermo Luz, Executive Vice President, Ayala Foundation

Lunch

1:00 pm- 3:30 **PANEL II- Social Entrepreneurship and Poverty**

- A. Reese Fernandez, President and Founding Partner, Rags2Riches, Inc.
- B. Richard Rejas, Executive Director, Katilingbanong Pamahandi sa Mindanaw Foundation, Inc. (KPMFI)
- C. Juan Jollado, Former Chair and General Secretary, Pecuaría Development Cooperative, Inc. (PDCI)
- D. Francisco Lara, Jr, Ph.D cand., London School of Economics (LSE)

3:30-4:00 Synthesis

Day 2 - September 18, 2009, Friday

8:00 am Registration

8:30 Day 2 Preliminary Activities

9:00- 11:30 **Panel III- Social Enterprise Models I**

- A. Jovelyn Cleofe, Executive Director, Center for Empowerment and Resource Development, Inc. (CERD)
- B. Karl Ombion, Head, Quality Services Support Unit and Social Advocacy Program, Alternative Indigenous Development Foundation, Inc. (AIDFI)
- C. Rene Guarin, Executive Director, Upland Marketing Foundation, Inc. (UMFI)
- D. Vicente Roaring, Executive Director, Advocate of Philippine Fair Trade, Inc. (APFTI)

Lunch

1:00 pm- 3:30 p.m. **Panel IV- Social Enterprise Models II**

- A. Salvador Umengan, Executive Director, Corn Board
- B. Jeannie Javelosa, Director, ECHOstore
- C. Paolo Benigno Aquino, President, Microventures Inc. (MVI) – Hapinoy Store Project
- D. Vie Reyes, Director for Sales, Bote Central, Inc.

3:30 p.m. Presentation of the **Social Enterprise Quality Index**: Manolita Gonzales, Consultant, PhilSEN

** Speaker invited, to be confirmed*