

# M15

Expert views on Fleet Management

August 23, 2018 12 pm - 4 pm

Shangri-La at the Fort, Manila

30th Street corner 5th Avenue,  
Bonifacio Global City, Taguig 1634, Metro Manila, Philippines



## Transition from Car Ownership to Mobility

M15 - 15 Thought Leaders explore the solutions

## Meeting Objective

Corporate fleets in the Philippines are on the verge of making a strategic choice between the rigidity and operational challenges of the "one hired employee – one purchased car" model and solutions that offer flexibility, but exclude ownership. The need for mobility is increasing, but so are the obstacles to keep the employee going: congestion, regulation, cost. A new concept is emerging, Mobility Deficiency, or the inability for the employee to be fully efficient due to a lack of mobility.

Connector is proud to bring together some of the Philippines' foremost thought leaders to canvas the options available to the fleet manager. A straight dialogue between client and supply chain contributes to the mutual understanding; data and research enhance knowledge and understanding of the challenges to come.

Contact us now to join us in Manila's CBD for this ground breaking event. Attendance will be strictly limited to just 15 organisations, 6 from the supply chain, 9 fleet owners. The M15 promises to be the most exciting development in the Philippines' fleet industry for many years, be part of the revolution.



## Speaker



**Yves Helven** Director - Connector K.K.

With 20 years of automotive experience (OEM, FMO, Fleet Outsourcing), Yves Helven is the MD of global fleet consultant Connector.

*"The era of traditional fleet management is coming to an end. The inflation of regulations in the advanced markets and the changing demographics in the emerging markets are inviting us to think differently. It's time for client and supply chain to join forces and decide what "Mobility" means."*



**Quincy Juan S. Buenaflor** VP - Operations : Diamond Rent a Car

Quincy has spent 14 years developing and streamlining Diamond's full-service leasing operations.

*"Our products may seem to be the cars but it's really about the service. Great service is the differentiator when it comes to full service leasing as the main drive is not just providing vehicles but allowing our customers to have the most efficient transportation solution through full service leasing"*



**Ria Karla A. Barba** Tax Manager - BDO

Tax Manager with a legal background, Ria Karla is BDO's Tax expert with deep knowledge of the Automotive Sector.

*The Tax aspects of corporate mobility are a daily worry of the corporate client. Not only for the company owned cars, but also for leased cars and, in the future, to prepare for mobility solutions, the clients have many options to improve their accounting and tax efficiency. We want to take this opportunity to contribute to the P&L of the corporate fleet owner.*



**Clark Joseph C. Babor** Partner - BDO

Audit and Assurance Partner as well as Professor at the San Beda College, Clark Joseph has over 10 years of experience in Tax related matters.

*The automotive and tax have many touch points. PFRS 16 will have an instrumental impact on the fleet and leasing business that many suppliers and clients are not aware of. It is BDO's mission to educate and assist, and prepare supply chain and user for the future*



**Laurence Bahia** Head of Strategic Supply - Grab Philippines

Laurence has more than 10 years of Full Service Operating Lease of Vehicles and since 2016, he has been head of strategic supply in Grab Philippines.

*Mobility is more than a fashion statement for Grab. We aim to play an instrumental role for private and corporate users alike, managing all key aspects of daily life, move - eat - pay.*



**Shane Curran** Strategic Partner at CONNECTOR,  
Founder and Owner at Stonecutter Consulting

More than 25 years of fleet management experience. A growth-oriented, strategic leader with a focus on the APAC region.

*"With so much happening in the mobility space, it's easy to lurch in one direction after another. In the next few years, you'll need to think carefully about your decisions. Think long and think slow, then when you make up your mind, act decisively."*



**TBC** Volkswagen Philippines

The world's largest OEM has a keen interest in corporate mobility and is extending its footprint in Asia. The VW brand stands for global fleet expertise, through its dedicated fleet team. Volkswagen Philippines is the Fleet Manager's connection with the global organisation and supports its clients not only with cars but also with technology and advanced mobility solutions.



**Shivaji Das** Partner in Charge, Asia Pacific - Frost & Sullivan

Shivaji heads the Asia Pacific operations at Frost & Sullivan. He has over 15 years of experience in strategy consulting and his focus areas include: Infrastructure masterplanning, Futurecasting, Public policy development, Transportation and Mobility.

## Program

- 12:00 pm Lunch & Registration
- 1:00 Opening Remark **Yves Helven, Connector**
- 1:05 Group Introduction
- 1:30 Lease vs. Buy vs. Mobility **Yves Helven, Connector**  
Setting the scene, Yves Helven describes the 3 possible models of corporate mobility and takes the discussion to an international level. What's possible in the Philippines and what is being implemented in the rest of the Asia?
- 2:00 Tax aspect of corporate Mobility **Ria Karla A. Barba, BDO**  
**Clark Joseph C. Babor, BDO**  
The tax experts at BDO Roxas Cruz Tagle & Co will share the pros and cons of the different options to organise a corporate fleet from a taxation and PFRS16 perspective with a focus on how a better understanding of tax implications can contribute to your company's P&L.
- 2:20 Support operation for Fleet Management **Quincy Buenaflor, Diamond Rent a Car**  
Time for a reality check. A company with 40 years of experience in the corporate fleet management explains the complexity of organising an efficient fleet as a core business. Which level of knowledge and operational expertise is really required to be successful at fleet management?
- 2:40 Coffee Break & Group Picture
- 3:10 Future of Work: Implications for Mobility **Shivaji Das, Frost & Sullivan**  
The future of Work and the Workplace is expected to transform significantly given the advent of automation and AI as well as growing prevalence of new models such as Remote-Working, Collaborative Living etc. This talk will focus on the possible scenarios and the implications of these changes on the Mobility sector.
- 3:30 How to Complement Fleet **Laurence Bahia, Grab Philippines**  
No company has ever changed the mobility behaviour in South-East Asia as much as Grab has done. When it comes to corporate mobility, Grab has understood that ride hailing and carpooling will be part of the employee's life. But how do you integrate these solutions into your fleets?
- 3:50 The vision of future mobility **TBC, Volkswagen Philippines**  
The OEM, alike the leasing company, will continue playing a major role in corporate mobility. At the same time, Volkswagen understands that change is imminent. How does Volkswagen prepare for the future and how will the corporate fleet fit in?
- 4:10 Facilitated Fleet Management Discussion **Shane Curran, Connector**  
A frank and direct dialogue between the speakers and the fleet owners, where no topics are taboo. Share your own challenges and find solutions with the help from your peers and the supply chain.
- 4:30 Closing

## Application

Participation to this event is free and on invitation only. To apply for participation, please register on [www.connector.expert/local-forum](http://www.connector.expert/local-forum) Or scan the QR code below.

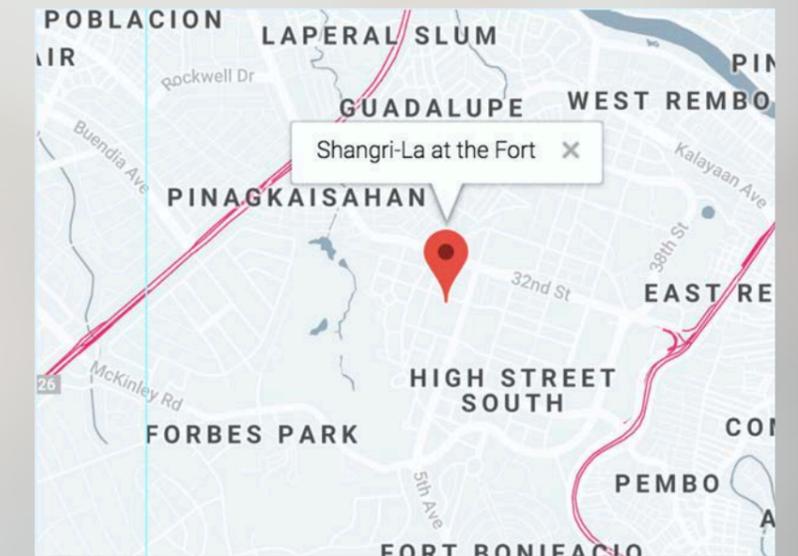


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## Venue

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BDO

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Diamond Rent-a-Car  
Relationship built to last

Diamond Rent-a-Car

Diamond Rent-a-Car Group (DRCG) offers the most comprehensive fleet management solution available in today's market. The group is a consolidation of the services of Diamond Rent A Car (DRAC), Diamond Fleet Solutions Services, Inc. (DFSSI), Pronto! Auto Services (Pronto), GetSmart Rent a Car (GetSmart). The group provides comprehensive fleet solutions catering mostly to multinationals and top local corporations as well as to individuals needing self-drive or shuttle transportation. DRCG has over 3,000 vehicles in its fleet system of which of which more than 1,100 units are owned by DRAC and the balance owned by clients.



FROST & SULLIVAN

Frost & Sullivan is a business consulting firm involved in market research and analysis, growth strategy consulting, and corporate training across multiple industries. It is headquartered in Mountain View, California, and has offices in over 40 countries



Grab

Grab has been driving Southeast Asia forward since 2012, when we first set out to transform the taxi industry. Fast forward four years, we are making transport freedom a reality for the 620 million people in this region we call home. From simple taxi services to now private car services (GrabCar), motorcycle taxis (GrabBike), social carpooling (GrabHitch) and last mile delivery (GrabExpress).



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