

MESSAGE FROM THE CHAIRPERSON



The Philippine-Swiss Business Council (PSBC) is pleased to publish the maiden issue of our newsletter *PSBC Insights*.

PSBC Insights aims to showcase our member companies' contributions to Philippine society as well as to PSBC's goal of fostering trade and bilateral relations between Switzerland and the Philippines.

Moreover, I believe that publishing our quarterly newsletter will enable us to reflect on the role of bilateral business organizations in promoting innovation, sustainability and solidarity. Through *PSBC Insights*, we can look back on our milestones including failures, celebrate universality of moments that connect us, learn from members on how to thrive, grow, and collectively impact society in a meaningful way.

Christine Fajardo

PSBC Chairperson
Country Corporate Affairs
Head, Novartis Healthcare
Philippines, Inc.

MOMENTS

IN THE POST-PANDEMIC WORKPLACE, ASYNCHRONOUS COMMUNICATION IS KEY

Before the pandemic, organizations traditionally operated on a synchronous communication model.

"The conventional, physical office made it easy for employees to work on things together, at the same time. The same cannot be said for the remote-first model of today's world. Working from home has made coordination and communication within the organization a struggle. No longer is it possible to drop by a colleague's desk to ask a question or work through a problem," says Bryan Giger, CEO and co-founder of Dashlabs.ai and Philippine-Swiss Business Council (PSBC) Life Sciences & Digital Health Innovation Cluster Head.

Indeed, COVID-19 changed the way we work and communicate. Fortunately, many organizations managed to use the pandemic as an opportunity for change to address the challenges of a post-pandemic workplace.

"One such organization is GitLab, a fully-remote company that uses an asynchronous communication model to coordinate and move work forward across time zones," Bryan says.

He cites a [blog post](#) by Preston Wickersham who describes asynchronous work as a simple concept: "Do as much as you can with what you have, document everything, transfer ownership of the project to the next person, then start working on something else."

Aside from allowing people to accomplish work without relying on others being online or present, an asynchronous workflow also gives each employee greater autonomy and ownership over their work, explains Bryan.



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He highly recommends reading more about asynchronous communication in [GitLab's online employee handbook](#).

Like GitLab, Dashlabs.ai also uses several asynchronous digital tools. Slack, the company's default chat and communication tool, allows their team to communicate with each other but does not require an immediate response – people respond when they can. Notion is their default documentation tool while GDrive serves as the company's file repository. Meetings are held via Google Meet.

"These asynchronous tools have significantly improved our workflows," Bryan says. "Our people do their work, write the documentation on Notion, send a message on Slack with the Notion link, and move on to their next task."

MILESTONES

ROSARIO BRADBURY LEADS DAILY NEWS INITIATIVE

Thank you to our Corporate Secretary and Membership Engagement Lead, and former Chairperson, Rosario Bradbury for leading our Daily News initiative.

Posted in the Philippine Swiss Business Council (PSBC) Viber channel in partnership with the Wallace Business Forum (WBF), the Daily News provides news about the local economy,

industry, infrastructure, and corporate developments; the Philippine 2022 elections; and health and wellness including Covid-19 pandemic updates. WBF is a PSBC partner.





A technician tests adhesives at the APM Technica Philippines laboratory.

MEMBER IN FOCUS

**APM TECHNICA PHILIPPINES:
SYNERGY OF FILIPINO-SWISS CULTURES**

Headquartered in Heerbrugg, Switzerland, APM Technica AG is a full-service adhesive and surface technology provider founded in October 2002 through a management buyout from Leica Geosystem AG. In March 2006, APM Technica Philippines was opened to give the Swiss company a local presence in the Asian market.

Like many businesses in the manufacturing sector, APM Technica Philippines was hit hard by the pandemic. But APM Technica AG's local branch adapted and has managed to survive despite tough challenges.

"To serve our customers as best as possible, some of our employees worked, ate and slept at our manufacturing facility at the beginning of the pandemic. We tweaked our IT infrastructure to enable our administrative employees to work from home," says Mr. Marcel Thenu, General Manager of APM Technica Philippines and Philippine-Swiss Business Council (PSBC) Board Member.

Located in Light Industry & Science Park 1 in Cabuyao City, Laguna, APM Technica Philippines provides quality adhesive products from its existing portfolio and manufactures custom products for clients. It also supplies industrial deep freezers for storage, dispensing and curing equipment; surface modification equipment to

maximize adhesion. It likewise provides custom downloading and repackaging services for the manufacturing, aerospace, optical, medical, automotive, semiconductor, and electronic industries.

Mr. Thenu shared that through the Stagiaire Program of the Philippine-Swiss Agreement on Exchange of Professional and Technical Trainees, Filipino chemical engineers of APM Technica Philippines spent a year in the company's Switzerland headquarters. There they learned the adhesives manufacturing process, the Swiss way of doing business, and the Swiss culture. "When they returned to the Philippines, the engineers used what they learned to help support our operations and serve our customers. Their contributions enable us to grow in this competitive market."



"Open communication between employees and management

paired with the injection of Swiss technology and know-how transfer from Swiss to Filipino engineers is a sure-fire formula for success."

Mr. Marcel Thenu, General Manager of APM Technica Philippines and Philippine-Swiss Business Council (PSBC) Board Member

Achieving high performance and growth requires a marriage between Filipino and Swiss cultures, according to Mr. Thenu. "Open communication between employees and management paired with the injection of Swiss technology and know-how transfer from Swiss to Filipino engineers is a sure-fire formula for success."



As part of its corporate social responsibility, APM Technica Philippines and other member companies of the Semiconductor and Electronics Industries in the Philippines, Inc. (SEIPI) donated one million pesos to the Philippine Red Cross in 2019 to support earthquake-impacted communities in Mindanao.

MOMENTS

**PSBC WOMEN LEADERS:
BREAKING THE BIAS**

March 8 of every year is International Women’s Day (IWD), a global day celebrating the social, economic, cultural, and political achievements of women. IWD also marks a call to action for accelerating women’s equality. This year’s IWD theme is “Break the Bias”.

In celebration of IWD, the maiden issue of Investment Insights showcases four women leaders of PSBC member companies and their insights on women’s equality.



“It takes a family, a community, and a movement to champion gender equity. Each of us has an important role to play in forging a gender-equal world today, so that we can continue to embrace, further expand, and enjoy a sustainable, more equal future for generations to come.”

Dr. Diana M. Edralin, General Manager, Roche Philippines



“I am proud to be associated with a company where women make up 70% of our workforce and 67% of first-line managers. Let’s break the bias by being honest and transparent, demonstrating and promoting awareness on gender equality, reflecting on progress made, and reaffirming efforts to make a change.”

Ms. Ann Yu, Country Manager Philippines, Kuoni Tumlare



“I believe that all human beings have the gift to shine in whatever field they decide to put their energy into. Women leaders have proven that we have an opportunity to expand our

horizons and contribute to positive change in the social, economic, and political arenas.”

Ms. Beverly Anne Arcangel, Managing Director, Prozone Xpress Logistics, Inc.



“For me, breaking the bias means creating an environment in which an individual is inspired, heard, appreciated and supported; an environment free from discrimination and prejudice; one that is fair, just, respectful and weighs different perspectives in decision making.”

Ms. Marisol C. Marcelo, Vice President, Primer Group of Companies

MILESTONES

PSBC, SWITZERLAND GLOBAL ENTERPRISE SIGN COOPERATION AGREEMENT ON TRADE PROMOTION

The Philippine-Swiss Business Council (PSBC) and Switzerland Global Enterprise (S-GE) signed a cooperation agreement in the field of trade promotion between the Philippines and Swiss and Liechtenstein companies.

Under the cooperation agreement, PSBC will provide Swiss and Liechtenstein companies with

free basic services, including basic information and free initial consultation, in close coordination with the Embassy of Switzerland in the Philippines. In addition, PSBC may execute individual projects and mandates for Swiss and Liechtenstein companies commissioned by S-GE.



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(under the auspices of the Philippine Chamber of Commerce & Industry)

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