



**Asia-Pacific
Economic Cooperation**

2011/MAG/WKSP1/002

Speakers' Profiles

Submitted by: Philippines



**Self-Certification Pathfinder Phase 2:
Capacity Building Workshop 2
Manila, Philippines
10–11 February 2011**

**APEC Self-Certification Pathfinder Phase 2:
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Profiles

Speakers:

Ms. Kerry Coleman
Australian Customs and Border Protection Service
Australia

Ms. Kerry Coleman is currently Manager Post Transaction Verification in the Customs and Border Protection New South Wales region. She has extensive experience in the Compliance and Trade area and 36 years of experience in Customs and Border Protection. Her role as Manager Post Transaction Verification is to monitor and ensure risk driven interventions are undertaken.

Mr. Eric Holloway
Office of the United States Trade Representative
United States

Mr. Eric Holloway is the Director for APEC Affairs at the Office of the United States Trade Representative (USTR). In his capacity as Director, Mr. Holloway is responsible for representing the United States on trade policy issues in the Committee on Trade and Investment within the Asia Pacific Economic Cooperation (APEC) forum. Mr. Holloway has worked on a variety of topics in APEC including trade facilitation, intellectual property, and issues related to small and medium-sized enterprises, among others.

From 2008 to 2009, Mr. Holloway worked as Director for Japan Affairs at USTR and was responsible for developing and implementing trade policy towards Japan. Prior to working at USTR, Mr. Holloway worked as a trade policy analyst at the U.S. Department of Commerce from 2002 to early 2008 focusing on electronic commerce and the information technology sector. In his time at the Department of Commerce and USTR, Mr. Holloway has worked on a diverse set of trade policy issues in bilateral and multilateral fora including APEC, the U.S.-Japan Regulatory Reform and Competition Policy Initiative, and the U.S.-India High Technology Cooperation Group. Mr. Holloway entered the U.S. Department of Commerce as a Presidential Management Fellow in 2002.

Mr. Holloway has a Master's Degree in Public Administration from the University of Southern California and a BA in Business Administration from the California State University at Sacramento.

Jaysiwanta Kaur D/O Mangal Singh
Ministry of International Trade and Industry
Malaysia

Ms. Jaysiwanta Kaur D/O Mangal Singh is the Director of ASEAN (External relations) at the Ministry of International Trade and Industry in Malaysia. She is a graduate of the University Sains Malaysia, with a major in Economics and minor in Management. She has a Diploma in Public Administration. She has worked with the Malaysian Government for almost 30 years.

Ms. Singh has held posts at the District and State Level as Assistant District Officer, Assistant State Secretary, Assistant State Financial Officer where she gained experiences in land matters and district administration. At the State level, her work experiences include human resource, finance, development projects and State Budget.

At the Ministry level, she has handled issues such as domestic trade and consumer affairs. She was assigned to the APEC Division (CTI). She is the Lead for ASEAN-Japan FTA negotiations and is the negotiator for Anti-Dumping Measures, Industrial Sectoral Policies and Implementing Issues of the ASEAN Trade in Goods Agreement. She is also the delegate to the ASEAN Free Trade Area (AFTA) Meetings related to trade in goods.

Ms. Singh is married. Her husband is Senior General Manager of Tenaga Nasional Berhad (National Electricity Company). They have two (2) children.

Mr. Roger George Weston
New Zealand Customs Service
New Zealand

Mr. Roger George Weston is the Senior Analyst (Trade) Policy at the New Zealand Customs Service. He began his service in New Zealand Customs in 1972 and has been involved in various operational areas including the development and implementation of customs computerized entry-processing system, trade services particularly trade/tariff analysis and trade remedies, international treaties and trade agreements, among others.

Mr. Weston was involved in a number of negotiations, including in GATT/WTO, ANZCERTA, NZ-Singapore, NZ-China, NZ-Korea, ASEAN-Plus and Pacific Agreement on Closer Economic Relations (PACER). He is New Zealand's representative to the APEC Sub-Committee on Customs Procedures.

Moderators:

Chairman Edgardo B. Abon
Philippine Tariff Commission
Philippines

On September 15, 2010, His Excellency President Benigno S. Aquino, Jr., re-appointed Atty. Edgardo B. Abon effective October 11, 2010 as the Chairman of the Tariff Commission. His chairmanship started on April 6, 2001 with his appointment by then President Gloria Macapagal-Arroyo.

Chairman Abon is both a chemical engineer and a lawyer, earning his engineering degree at the University of the Philippines (UP) in 1973 and his law degree at the Far Eastern University (FEU). He was admitted to the Bar in 1990.

Before joining the Commission as a Member-Commissioner in 1996, Chairman Abon was a top official of Unilever Philippines (PRC), Inc., where he held various distinctive positions in production, marketing, sales, and research and development. His managerial skill in these fields earned him the leadership in the Industrial Marketing Group in 1985. This business unit was responsible for the business performance of the company's industrial products in the domestic market and for both industrial and consumer products in the exports market.

Chairman Abon pursued special studies on several select courses, including Industrial Marketing (1982), Strategic Marketing (1985) and Business Management (1991), at the Ashridge Management College in the United Kingdom.

Chairman Abon continues to be an active member of the Philippine delegation in regional and international tariff and trade negotiations/dialogues. He chaired the ASEAN working group that drafted the ASEAN Trade in Goods Agreement (ATIGA) in 2007. He participates in the NAMA and in Rules negotiations at WTO. He currently chairs the ASEAN Plus Working Group on Tariff Nomenclature (AP-WGTN) that explores possible ways to harmonize the tariff nomenclature of ASEAN with its FTA partners.

His personal advocacy is the adoption of an effective competition policy and the enactment of a comprehensive competition law in the Philippines. He is currently the Philippine representative to the ASEAN Expert Group on Competition (AEGC).

He is married and has three (3) children.

Atty. Louis C. Adviento
Bureau of Customs
Philippines

Atty. Adviento is the Chief Customs Operation Officer of the Export Division of the Bureau of Customs (Port of Manila).

He holds a Bachelor of Science in Criminology from the Philippine College of Criminology and a Bachelor of Laws from the Far Eastern University where he graduated class salutatorian. He ranked 13th place at the Philippine Bar Examinations in 1980.

Ms. Cornelia Panganiban Casiano
Bureau of Customs
Philippines

Ms. Cornelia Casiano is the Chief Customs Operations Officer of the Export Coordination Division of the Philippines' Bureau of Customs (BOC). Ms. Casiano is a member of the Bureau's Technical Working Groups on Change management, Rules of Origin and Customs and Trade Facilitation. She is a member of the Working Groups on Customs

Capacity Building, Air Cargo Model Pilot Project and the BOC Pool of Trainors on Capacity Building.

Ms. Casiano participated in the RP-EU Economic Partnership Agreement Negotiation meetings and the ASEAN FTA negotiations.

She has a Master in Management and Bachelor of Science in Commerce (major in Accounting) from the Philippine Christian University.

Ms. Emmarita Z. Mijares
Export Development Council
Philippines

Being the current Deputy Executive Director, Ms. Emmarita Z. Mijares oversees the day-to-day operation of the EDC. The EDC, a quasi-government institution, is the country 's highest policy making body in exports in charge of approving the Philippine Export Development Plan. She oversees the implementation of all the policies and projects approved by the Council. Her group also recommends policy reforms and initiatives through the various Networking Committees that take care of important concerns of exporters.

Ms. Mijares became the private sector representative to the council after she retired from the Department of Trade & Industry. At the DTI, she headed the Export Assistance Network or EXPONET which is the one-stop shop for information and assistance to exporters. She was also head of the Import & Export Section of the Bureau of Product & Standards which checked the quality of export products before shipments.

Ms. Mijares, a Chemical Engineering Board Exam top notcher from the University of the Philippines, has also been conducting seminars and lectures here and abroad, specifically on export policy, promotion, networking and financing. She is an expert on International Trade tapped by the APEC – Economic Integration Program and the Southeast Asia Trade Policy Training Network.

Most recently, she graduated from the University of Georgia, USA for specialization on Nonproliferation and Export Control.