



**LAUNCH SCHEDULE**  
*20 July 2005, Wednesday, SM Megatrade Hall*

1:00 – 1:15	<ul style="list-style-type: none"> <li>• Pambansang Awit</li> <li>• Brief Introduction on PCE, PESO and the Biz Plan Competition</li> <li>• Introduction to Opening Speaker</li> </ul>
1:15 – 1:30	Opening Remarks by Joey Concepcion
1:30 – 1:50	<b>Building a Silicon Valley in the Philippines</b> Dennis Posadas
1:50 – 2:00	Question & Answer for Dennis
2:00 – 2:20	<b>Idea Generation &amp; Evaluation</b> Maoi Arroyo
2:20 – 2:30	Question & Answer for Maoi
2:30 – 3:00	<b>Business Planning: from Concept to Creation</b> Mark So
3:00 – 3:15	Question & Answer for Mark So
<b>3:15 – 3:45</b>	<b>BREAK</b>
3:45 – 4:00	<b>PESO launch</b> Joby Lizares
4:00 – 4:20	<b>ITC Category</b> Luis Gopez CEO (InfoWeapons)
4:20 – 4:40	<b>Agriculture &amp; Aquaculture Category</b> Bonifacio Comandante CEO (Buhi Corporation)
4:40 – 5:00	<b>Life and Biosciences Category</b> Danilo Manayaga or Noel Miranda SERVAC
5:00 – 5:20	<b>Services Category</b> Lex Ledesma Executive Director, CIE
5:20 – 5:40	<b>Process Technology &amp; Engineering</b> Robert So CEO (Ecosystems Technology Inc.)
5:40 – 5:45	Closing Remarks by Dickie Gonzalez