



ON THE SPOT... Emmanuel R Alcantara

Emmanuel R Alcantara is Chairman of the Glass Manufacturers' Association of the Philippines (GMAPI) and Plant Manager at San Miguel Yamamura Packaging Corp.

GW: How long have you been involved with GMAPI and in what roles?

I have been involved in GMAPI since 2006, as representative of San Miguel Yamamura Asia Corp. Then in 2010, I was given the opportunity to be the Conference Chairman of the 34th ASEAN Glass Conference, hosted by GMAPI in 2010 on the island of Boracay. And in 2012, I was elected Chairman of GMAPI.

GW: What role does GMAPI play in the glass industry in the ASEAN region?

GMAPI has always been an active participant in the ASEAN Federation of Glass Manufacturers (AFGM) and we maintain good relations with other members, namely GMFTI, GMAM, IGMA and Vieglass. I believe that the co-operation and support of everyone in our organisation provides the platform for the glass industry of ASEAN to continue to prosper and promote its common interests, especially in the light

of growing interest for the rest of the world in the ASEAN Economic Community.

GW: What does it mean to you personally to be Chairman of GMAPI?

Being Chairman of GMAPI is an honour and at the same time, a responsibility. Those who have come before me were all distinguished professionals and were able to steer the association in new directions that brought more value and prestige to GMAPI. The responsibility has now been passed on to me and I take it as a personal challenge to do even more. Recently, we have made a major change in our organisation to gear GMAPI to adapt to the changing business environment and be more responsive to opportunities for the glass industry.

GW: What can visitors expect from the 39th ASEAN Glass Conference in Cebu, Philippines this October?

The last conference held in the Philippines, organised and hosted by GMAPI was in 2010 on the island of Boracay. In general, we received



Emmanuel R Alcantara (left) with Tran Quoc Thai of Vieglass at the 38th ASEAN Glass Conference.

positive and encouraging feedback from participants, in spite of the challenge of travelling to the island and persistent bad weather. From venue arrangements to speakers for the opening ceremony, topics/presenters at the technical session and networking and social events, it was a truly good conference.

For this year's conference, which will be held on 19 to 22 October, we will have the traditional events and programmes but of course, we are working to make it better than the last. One improvement we aim for is to have a good number of participants joining us for the first time, from companies and industry associations as well. This should expand our opportunities for networking and bring a fresh perspective from new participants.

GW: What is the theme for the conference?

Our theme is 'Glass Technology and Innovation: Driving Growth in Traditional and New Markets'. We believe that with the threats to glass from alternative materials and the evolving needs of the market, our glass industry is responding well to the challenge with much help coming from developments in glass technology and innovations. With our conference theme, we hope to reinforce everyone's conscious effort to take advantage of these resources and evolve into new applications for the benefit of the markets we serve and will serve in the future.

GW: How beneficial will the technical conference presentations be to attendees?

With our conference theme 'Glass Technology and Innovation', we expect a wide range of interesting technical papers that will be useful and thought-



Emmanuel R Alcantara at the opening ceremony of the 38th ASEAN Glass Conference.

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provoking for manufacturers to consider and encourage suppliers and service providers to continue to develop the next level technologies to help grow the glass industry.

GW: How important will the networking opportunities be during the event?

Networking has always been a key element of the conference. It's this once-a-year gathering of manufacturers and suppliers where everyone can have business combined in a relaxed atmosphere. This format has worked well for many years because everyone goes along as friends and partners.

GW: Will the event appeal to visitors from the flat and hollow sectors?

We will make every effort to ensure that the conference appeals to all segments of the glass industry. Conference Chairman, Jonathan Aquino and the rest of his team have this in mind as they organise the conference details.

GW: What will the location of Cebu bring to the conference?

Cebu is a major business hub and tourist destination in the Philippines. The ASEAN Glass Conference was last held on this island city in 2002. Since that time, there has been considerable progress in the industrial and commercial landscape. On the other hand, the traditional hospitality of the people, their excellent beach destinations, good food and handicraft industries are still enjoyed by those who visit. As they say, 'It's more fun in the Philippines!'

GW: Glass Worldwide is exclusive official journal of the AFGM. How does this benefit proceedings?

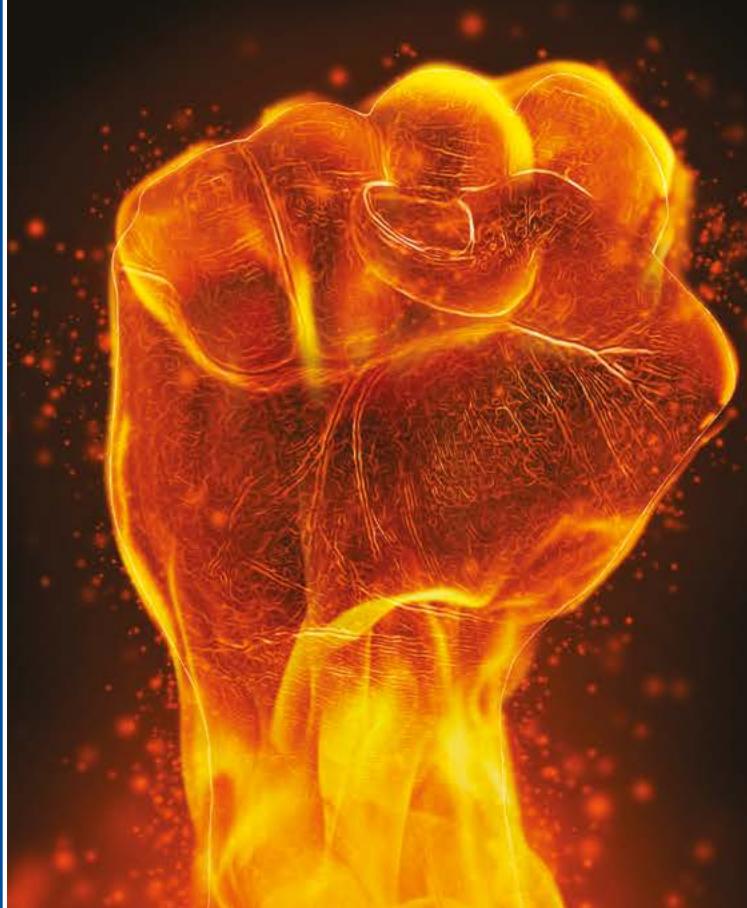
Glass Worldwide has always been a good source of technology trends and industry updates for us in GMAPI. This is particularly helpful to our operations people since opportunities for exposure outside our own facilities is limited. It's like bringing the latest in the glass industry right to our doorstep.

As official partner of the AFGM, Glass Worldwide has provided us with valuable support in promoting the association's events. This year, for example, Glass Worldwide has been in constant touch with us at GMAPI, working towards the presentation of good coverage of the upcoming 39th ASEAN Glass Conference in Cebu. We look forward to a continuing strong partnership in the future. ■

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