

# REDEFINING NATURAL SPACE

The Junction at Carmelray is undergoing a revitalization. By bridging the past with the future through human and natural interactions.



"We are developing the new concept of the Junction to be a location where you can sit within a flourishing natural space and have a meal among the water, plants and trees. The concept is biophilic design inspired by nature, examining relationships between people and their environment, as well as building out structures centered around natural landmarks. The old Junction was built on the industrial motif; metal furnishing, barrels and brick stone. The new Junction will feature the idea of human spaces 'reclaimed by nature' by integrating the current structures with natural and historical elements; like how the industrial areas of Carmelray were built from the remnants of the Canlubang Sugar fields. We will show the heritage of what old Canlubang used to be alongside the industrial developments of today. We hope to show you a place of serenity, calm and history, as it was and shall be in time." -BYN

***Redefining Natural Space*** by Brian Yulo Ng, Chief Strategic Operations Officer, The Carmelray Group.

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## CARMELRAY 2022 VEHICLE STICKER RENEWAL

The Carmelray Estate Management Group (EMG) is currently processing applications for the 2022 vehicle stickers.

Here is the link for the sticker application:

[2022 Carmelray Vehicle Sticker Application Form](#)

# EXECUTIVE PROFILE

Ferdinand “Bong” M. Macabanti joined Carmelray Industrial Corporation as the Chief Operating Officer in May 2022



## Tell us a bit about yourself.

I have been in the Property Development and Real Estate Industry for more than 28 years and rose from the ranks. Prior to joining Carmelray, I worked at Northpine Land (a JV company between Hong Kong Land, BDO, Metrobank and San Miguel Properties) for 20 years. I was responsible for the company's overall business operations, strategic direction and business development. I am a Civil Engineer by profession and also hold an MBA degree. I am happily married for more than 22 years and have two children, both in the university.

## What is your belief on leadership and what is your leadership style?

Let me quote one of Colin Powell’s Leadership Principles that says: “The day soldiers stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help them or concluded that you do not care. Either case is a failure of leadership.” I make myself accessible and available to our employees. I encourage our people to share the challenges they are facing and discuss solutions and options. This creates an environment where people analyze the problems and come up with options and solutions instead of focusing on who to blame.

## How do you find the Carmelray culture and what would you do to continue and improve it?

Carmelray’s culture is deeply rooted from our core values. Among the core values of the company that stands and became part of our culture are: We make the customer’s happiness as our priority. We hold ourselves to the highest ethical standards in all our action. We care and value the community where we belong. My personal values are aligned with the Carmelray’s values and how we do things. I will continue to nurture the current culture of Carmelray and will further improve it by fostering employee engagement, promote coaching and effectively communicate with the employees the importance of our Mission, Vision and Core Values.

## Do you believe in legacy and innovation? How do you bridge the two?

I am a believer and an advocate of Innovation and at the same time respect the legacy of the Company that it built throughout the years. It is possible for innovation to succeed taking inspiration from the legacy of the company.

## How do you engage the young and what would you advise the Next Gen?

I would encourage the Next Gen as well as the Gen Z staff through proactive approaches. My strategy would be to effectively communicate and draw their sense of purpose to be able to reinforce their sense of belongingness in creating meaningful experiences. It would be good to work on challenges together to keep them interested and engaged. My advise is for everyone to: First, “Always be hungry for knowledge.” Second, “Seek for continuous improvement.”

In this era of social media and information overload, I will borrow the words of Stephen Covey from his book 7 Habits of Highly Effective People – “Habit 5: Seek first to understand, then to be understood.”

It is important to develop a habit of listening to other people’s ideas and feelings. In doing so, we see things from their point of view which help us understand the other person better. It promotes mutual respect and trust which helps in effective communication.

## How do you spend your free time?

I spend my weekends with the family- we like to eat out or go on trips together. I relax and unwind by playing golf, reading books or watching films on Netflix or Discovery Channel.



Joaquin Jose "Jake" Jesena joined Carmelray Industrial Corporation as the Deputy Estate Director in April 2022

Meet the new Deputy Estate Director of Carmelray Industrial Park 1, Joaquin Jose Jesena, better known as "Jake".

Jake is an alumni of the University of the Philippines at Los Baños from High School thru College with a degree of BS Human Ecology. His first job was at the National Centennial Commission for a few months then joined Carmelray in 1998 as the Admin Assistant in Park 1. After a few months, he was deployed to Carmelray Industrial Park 2 as the Admin Officer during its construction development phase and

continued on to its full operations for the next 8 years. After which, he moved on to join a reputable semiconductor company where he was able to hone his skills in the Administrative, Security and Employee Services (Shuttle, Clinic, Cafeteria and Recreational) for the next 18 years.

This year, Jake decided to return to Carmelray as he aspires to be part of the continued growth of the industrial park with its residential and commercial communities. He humbly believes that he can contribute

and be an enabler to Carmelray's internal and external stakeholders. He shall carry on with steering the estate management team to new horizons for growth and potential till the next generation to come.

You may come across Jake during the late afternoons as he usually does his leisure brisk walking around the park- his goal to keep fit is to walk 12,000 steps which is about 10 to 11 kilometers daily. Weekends are spent with family with 2 growing boys aged 9 and 10.

Welcome back to Carmelray,

## CONVENIENT TRAVEL TO CARMELRAY UNDERWAY

Phase 1 of the Silangan Industrial Road (SIR) Construction and Improvement Project has been completed at the end of June 2022. This involved the demolition of the old two 4.5-meter width concrete lanes and their replacement with thicker 300mm thick concrete lanes. Phase 2 of the project includes the provision and improvement of the drainage system as well as the construction of two additional concrete lanes which will widen the whole stretch of SIR from two lanes to four lanes.

On the other hand, the Construction and Improvement Project on strategic portions of Cecilia Araneta Yulo Avenue (CAYA) from the T-junction of SIR and CAYA fronting San Miguel Yamamura near the Petron station up to the intersection

with Jose Yulo Boulevard is going full steam ahead with the planned expansion from the old two lanes to six 300mm thick concrete lanes complete with solar street lighting on the center island. Currently, 93.4% of the new concrete lanes 4, 5, and 6 have been completed. It is planned to have these lanes usable by motorists within the third quarter of 2022. Afterwhich, the old severely damaged two lanes will be demolished and replaced with new three new concrete lanes.

While there is inconvenience and longer travel time of motorists, in general, the reaction of motorists is positive with kind understanding as the ongoing Road Construction and Improvement project will result to safer and comfortable travel.



Silangan Industrial Road



Cecilia Araneta-Yulo Avenue

# CARMELRAY WATER CONTINUOUSLY IMPROVING

Since 1990, Carmelray has provided and continues to deliver top-quality water supply and wastewater treatment services to locators in Carmelray Industrial Parks 1 and 2, where it operates its own deep-well systems and sewage treatment plants.

The management of water resources as well as the environment is the key to preventing pollution and promoting a sustainable industrial development.

We recently completed the renovation and rehabilitation of Deepwell Two to improve utilization with long term benefits for the continued water supply and added storage with the installation of a fully automatic pressure based 3-pump booster system for optimized operation. Another completed project is the workshop expansion of the Carmelray Centralized Wastewater Treatment Facility. This recent undertaking aims to increase productivity, efficiency as well as provide a safer work place for the Utilities manpower.



A simple blessing ceremony was held to mark these milestones by Rev. Fr. Julius M. Marcos OAR with Carmelray Officers Ma. Rosario Yulo-Ng, Bong Macabanti, Ver Lorenzo, Chito Zaldarriaga, Brian Yulo Ng, and Carmelray staff.

# NOVELLINO WINERY TOUR



The Officers and staff of Carmelray led by Ms. Charrie Yulo-Ng were graciously invited by Mr Nonoy Quimbo of Bel Mondo Italia Corporation to witness and experience the wine making process of Novellino wines. Mr. Chris Quimbo personally toured the group to the state-of-the-art facility equipped with the latest Italian winemaking technology. Above photos shows the Carmelray group learning about the wine process and to cap the visit, we took photo in front of the their building with the iconic masterpiece of the late Eduardo Castrillo, a renowned Filipino sculptor.

# EVERBRILLIANT'S NEW HOME AT CIP 2

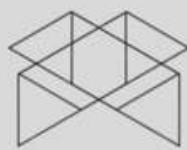


**CARMELRAY 2**  
INCORPORATED

In line with Carmelray's vision to be a world-class property developer, Carmelray 2 Incorporated developed a 4,050-square meter Ready-Built Facility in Carmelray Industrial Park 2 for a long term lease to Everbrilliant Manufacturing Company Incorporated (EMCI).

EMCI is a PEZA-registered company engaged in the manufacture of high quality cleanroom wipes used in critical and controlled environments requiring extensive cleanliness. They started full operations in January 2012 in LISPI as the producer of battery components for hybrid cars. In February 2015, they began to produce plastic injection products for cleanrooms until they decided to venture and cater to the demand for cleanroom wipers in December 2015.

Sitting on a 6,677-square meter lot, the construction is well on-track to be completed and turned-over to EMCI on 01 July 2022. This new investment is a joint venture project between EMCI and an American firm.



**CARMEL DORMS**

## Quality Living for the Women transient workers at Carmelray Industrial Park 2

An exclusive dormitory that is safe and decent living quarters for about 400 women workers.

Each room has its own toilet and bath with common facilities for dining, laundry and ironing areas.

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# NATURE AROUND CARMELRAY

## Mobile Phone Photography Adventure

On April 2022, we launched our first mobile phone photography adventure to all Carmelray group employees. This summer activity was intended to recognize and celebrate the talent as well as the beauty of the captured images within the Carmelray estate.

3 outstanding photos were selected by a professional photographer based on creativity, technical aspect and aesthetic values. We would like to express our appreciation and

congratulations to the employees who participated and shared their entries. These beautiful photos will have a special place at The Junction as we are setting up a gallery area to showcase these masterpieces in the near future.

These photos were exclusively shot and edited on mobile devices with the theme: "Nature Around Carmelray". On the next page are some photos to enjoy and the video below features the complete set of entries.



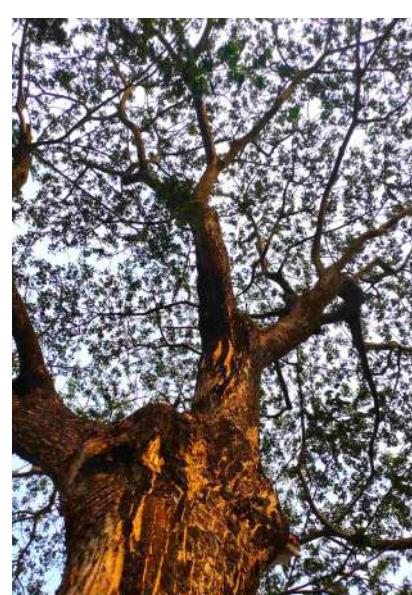
[Carmelray Mobile Phone Photography Video](#)



JUDGES CHOICE PHOTO entitled "Lotus Flower" was submitted by Ervin Ramilo of the Estate Management Group using a Poco X3 GT. Photo was taken at the CIP1 Nursery.



OVER-ALL BEST PHOTO entitled: "Guyam" by Tessa Mae Dolot of Carmelray Utilities team using her iPhone 11 Pro. This photo was taken at The Mills Country Club.



SPECIAL CITATION goes to this entry entitled "Dentrophile" submitted by Vain Army Bartido of The Mills Country Club using her Poco X3 NFC device.



## CAPTURING HERITAGE: THE CANLUBANG DINING EXPERIENCE

Last May 3, the newly renovated La Kusina restaurant located at The Junction of Carmelray had a soft opening with blessing rites officiated by Fr. Larry Abayon from San Sebastian College Recoletos, Canlubang. Carmelray Officers and Staff were joined by some CIP1 Locator friends to have a taste of the sampler offerings of new and improved dishes.

"The new restaurant concept pays homage to the past and future of Comfort Filipino Cuisine. It is rooted in history through the lens of Canlubang, while still daring to bring the care and excellence in local produce, innovative technique and precise execution. The heritage of Barangay Canlubang is found in the story of camaraderie and goodwill brought at their feasts. The meticulous process in how they wrapped their Lumpia Ubod and charcoal grilled Chicken Inasal, to the table at which people would gather and have a meal that warmed their hearts.

We hope to provide that same dining experience of kinship for our customers. While looking to contemporary techniques influenced by the melting pot of Filipino culture, to join the past with the future. We hope you can enjoy the journey through our story of La Kusina." - BYN



The La Kusina Team has the full support of Carmelray's Management team headed by Maria Rosario Yulo-Ng, Bong Macabanti, Chito Zaldarriaga and Brian Yulo Ng, in providing the best dining experience for its customers.

# La Kusina

Comfort Filipino Food



Food sampler treats were prepared for the guests to enjoy. New dishes like the ensaladang talong at mustasa, crispy pancit noodles, pork binagoongan and kamote fritters.

## GET TO KNOW OUR CHEFS FROM LA KUSINA

The new La Kusina restaurant concept was developed by Chef Brian in coordination with Chef Carlo as they team up to bring about an unforgettable customer dining experience.

### Brian Yulo Ng

Brian Yulo Ng is a trained chef and themed entertainment artist who has honed his culinary profession and visual storytelling within the world stage. He trained in Italian Cuisine at Palate Sensations Culinary School in Singapore. He has worked as head chef for the Mobile Column Unit for the SG 50 Singapore National Day Golden Jubilee, as well as headed a Catering Service/ Food Consultancy for multiple live-action film-shoots & theatrical productions in the Greater Los Angeles Area. As an animator, visual storyteller and culinary artist he worked in Walt Disney Imagineering's themed entertainment division to develop an immersive dining experience that integrated

food, storytelling, visuals and technology; to create a storied concept that guests could visualize, participate and taste. He has given lectures on food scarcity & interspecies codependence at the University of Pennsylvania as well as the Los Angeles Cleantech Incubator. He believes in the innate connectivity of food and nature and has worked in different studios in the United States, Italy and Japan to bring cultural awareness and immersion through cooking, dining, art and film. He hopes to bring his perspective and diverse background to provide an unforgettable dining experience to the Philippines.



Chef Brian Yulo Ng (left) and Chef Carlo Mendoza (right) team up to combine culinary forces to create the new La Kusina.

### Carlo Mendoza

Chef Carlo Mendoza started as a Line Cook for a Filipino restaurant in 2007 where discovered his passion for cooking and decided to hone his skills. He has witnessed and have become part of the opening team for many new restaurant branches for the past 15 years. The various restaurant roles he fulfilled has gained him the experience which made him versatile, innovative with the passion for continuous learning. Apart from Filipino Cuisine, Chef Carlo has been acquainted with Greek-Mediterranean, Asian,

and other Western dishes. When Chef Carlo became a consultant for La Kusina in 2020, he was very excited as he enjoyed helping create the menu and building some of the processes. He says, "I feel fulfilled when I help business owners turn visions into reality. Today, I am honored to work again here at La Kusina permanently, especially since management is very supportive and I can continue my passion for kitchen work and providing service to our customers." He continues on to say, "In the next 2 to 5 years,

I see myself learning newer things and helping La Kusina grow more branches and be part of the expansion. La Kusina has full potential, and I would love to have our brand become every family's go-to place for special occasions and when they crave to eat their favorite Filipino comfort food." He spends his free time with family and reading cookbooks. While on out of town vacations, he makes it a goal to taste the local dishes to enrich his palette. Flavors and new processes in cooking are what excites him the most.



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3PM to 5PM  
Starting April 23rd

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## SPORTS EVENTS BULLETIN

Enroll for Lessons in Badminton,  
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**JULY 02, 2022**

STARTS AT  
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Deadline of Registration on June 30  
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**GEAR UP & PLAY !**



# Join Us Be a Member

**The Mills Country Club**

Unity Avenue, Carmeltown,  
Canlubang, Calamba City,  
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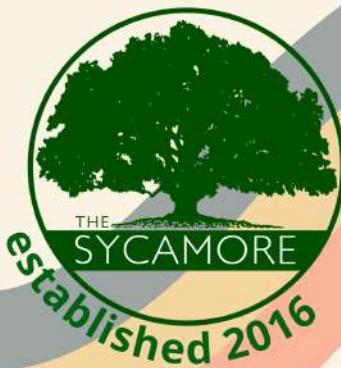


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- ✓ Activities-based

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The Next Issue of Carmelray's Linkages will be in September 2022