

PHIL. RESPONSIBLE MARKETING PRINCIPLES (for young audiences)

Friday, 12 September 2025

PAGASA's Exec. Dir. STC was invited to an FGD on 11 September 2025 at KMC Offices at One Ayala Mall as organized by Adobo Magazine and supported by Mondeliz International. Session started with Matt Kovac/CEO of Food Industry Asia sharing their experience on self-regulation.

This was followed by government guidelines on the topic by Dr. Imelda Angeles-Agdeppa/Board Member of the Profesional Regulations Commission (PRC) on Nutrition before the panel discussion moderated by Justine Peñã. Panelists included (L-R) Miko David/Pres.-David and Goliath & Secretary-Advertising Standards Council of the Phils., STC, Caitlin Punzalan/Mondeliz Int'l.'s Corp. & Gov't. Affairs Lead, Aleli Arcilla/Managing Dir.- Mondeliz Int'l., Dr. Agdeppa & Erika Marie Canoy-Sanchez/EVP-COO of RMN Networks Mktg. & Media Ventures, Inc.