



20 YEARS AND COUNTING

PRIMEX marks 2 decades in management consulting

PRIMEX celebrates today its 20th founding anniversary by 'remembering the past, saluting the present and focusing on the future.'

Chairman Mr. Jose Leviste Jr. and President/CEO Ms. Elvira C. Ablaza will lead in welcoming some 300 guests to the anniversary celebration at the Crown Plaza Galleria Manila in Ortigas Center, Pasig City at 5pm today.

Confirmed guests include select officials from various government agencies, development institutions and PRIMEX's partner organizations and consultants.

PRIMEX was incorporated on 7 August 1989 through the initiatives of five determined incorporators led by Ms. Ablaza. The humble beginnings of the company 20 years ago will be remembered and featured during the program as a prelude to the celebration of what PRIMEX has become today.

Since 1989, PRIMEX has completed close to 200 multimillion-dollar high-impact projects mostly in the public sector across the Pacific.



FROM THE CEO



I am pleased to share with you the first issue of PRIMEX News, coming out in time for our 20th anniversary celebration today. This is our attempt at maintaining our lines of communication among our clients, partners, and friends while showcasing our major activities and accomplishments.

More news about PRIMEX including the e-copy of this publication are available on www.primexinc.org. Feel free to contact us if you like to request specific information.

MS. ELVIRA C. ABLAZA
President and CEO

PRIMEX named top ADB contractor for last 5 years

PRIMEX figured again at the top of Asian Development Bank's (ADB) list of firms with highest amount of project contracts awarded, this time covering the period from January 2004 to December 2008.

Based on the ADB 2008 Country Fact Sheet for the Philippines released recently, PRIMEX emerged as No. 1 consulting firm in the country engaged by the Bank for its Technical Assistance (TA) projects with a total of US\$3.17 million worth of TA contracts (six projects) awarded over the last five (5) years. PRIMEX likewise ranked second in the list of firms engaged for ADB's loan projects, with total contract amount of US\$2.31 million.

President and CEO Ms. Elvira C. Ablaza said the ADB rankings have given the PRIMEX family more reason to celebrate as it marks its 20th founding anniversary today, August 7.

"Our years of operation are growing PRIMEX not only in terms of the number of projects completed, but also in terms of quality of work and impact of projects we either designed or managed.

Previously, from January 1999 to December 2004, PRIMEX ranked second and third among Filipino consulting firms involved in ADB technical assistance and loan-funded projects, respectively.

The ADB Fact Sheet describes, among others, the nature and impact of assistance that the Philippines has received from ADB in a span of five years. Uniquely, the Philippines is not only ADB's founding member and 11th largest shareholder, but also its host country. It is the fifth largest borrower, accounting for about eight percent of total sovereign and nonsovereign lending.

ADB commends PRIMEX's performance in RETA 6305

PPRIMEX's implementation of the ADB Regional Technical Assistance for the Strengthening Epidemiological Surveillance and Response (ESR) in Indonesia, Malaysia, and the Philippines (RETA 6305) from June 2006 to August 2008 was rated 'highly satisfactory' in the ADB TA Completion Report for the Project, which was also evaluated as 'successful.'

In the Report, ADB noted PRIMEX's strong organizational arrangements for the Project, describing how the Project Director (Ms. Elvira Ablaza) 'provided ongoing support' and how the three Deputy Project Directors (one of whom was PRIMEX Senior Vice President Ms. Ma. Lourdes Sumilang for the Philippine component) were responsible for in-country support and use of resources in accordance with ADB rules and regulations. They were credited for establishing a strong activity monitoring and financial tracking system and a cash advance mechanism to ensure timely funding of planned activities.

The Report also noted that, while the "time frame was short for the kind of TA," its "success resulted largely from strong consulting firms that also secured support of Governments." (Click here to read full article)



PRIMEX works 'behind the scenes' in forging global vision for the world oceans

PRIMEX helped the Government of Indonesia (GOI) in its efforts to draw global attention to the critical link between oceans and climate change, as it played a vital supporting role in the highly-successful World Ocean Conference (WOC) 2009 in Manado, North Sulawesi Province, Indonesia.

PRIMEX, recognized for its expertise in coastal and marine resource management, was engaged by the Asian Development Bank (ADB) to provide technical advisory assistance and support to the Ministry of Marine Affairs and Fisheries (MMAF), through the Agency for Marine Fisheries Research (AMFR) in the organization of the landmark gathering of world leaders and stakeholders in the marine sector last 11-15 May 2009. The meeting was attended by close to 3,000 participants from 120 countries, including ministers, high-level government officials, heads of several multilateral and non-governmental organizations, the private sector, academe, and research institutions.

"I was thrilled for PRIMEX to be part of the awareness-building for the world community to include oceans into the larger debate about climate change, especially in preparations for the next round of discussions on the United Nations Framework Convention on Climate Change (UNFCCC) scheduled in Copenhagen in December 2009. Healthy marine ecosystems have very important roles in regulating global warming and responses to climate change," said Ms. Ablaza, who was also the Marine and Coastal Resource Management (MCRM) Specialist of the PRIMEX Technical Assistance Team (TAT) for WOC 2009. (Click here to read full article)



About PRIMEX A multidisciplinary consulting company, **PRIMEX** takes pride in having competed with and won over large developed country firms in the international competitive bidding for the provision of consulting services to international financial institutions (IFIs) and public sector clients in the Philippines and the Asia-Pacific region. **PRIMEX** has established itself as a leading Philippine management consulting firm through two decades of excellent performance in the design and implementation of projects funded by multilateral and bilateral organizations and government agencies. **PRIMEX** has designed and managed some 200 projects for ADB, other international and regional organizations, and government agencies in the Philippines and overseas. It has led or participated in the planning and implementation of several large, multi-year, multimillion dollar projects and has carried out project preparation, institutional assessment, and organizational development work for different public sector agencies in the Philippines and overseas.

More about PRIMEX on www.primexinc.org.

Anniversary Greetings and Wishes

Excerpts from select emails and replies to invitations. Click here or visit www.primexinc.org to read all messages

Congratulations on your company's 20th Anniversary. That is a worthy achievement! I have very fond memories of working for PRIMEX on ADB's NIA and Palawan assignments during your early days, and the excitement of moving into your (then) new offices. I will certainly join you in thought and raise a glass and toast to mark the occasion "to congratulate you on your success to date and to wish you many more future anniversaries".

Ken Smith

On behalf of NREM International Inc. (Canada) and NREM-China, I wish PRIMEX a Happy 20th Anniversary and continued success. Although we will not be able to join the celebrations, our hearts are with all of you!

Zhizhong, from Beijing, China

20?? Wow, PRIMEX has truly come a long way !!
Congratulations for all the success and your "staying on course" through the years. I wish I could join the celebration, but I am still engaged as an advisor/consultant under this project in Indonesia (though already relocated from Banda Aceh to Jakarta).

Jess Arnuco (formerly of ADB)

Hi Ma'am! Thanks for the invitation but am sorry that I could not make it as I've told you before. Please give my warm regards to all and HAPPY 20th ANNIVERSARY to PRIMEX! May it continue to operate successfully to support its staff and contribute to the economy of the country, especially that we are now in recession.

Mercedes Aldaba
Former PRIMEX staff

Wow, Congratulations! I rejoice with all of you for reaching this far. May PRIMEX live long to benefit more - and the generations to come. It's an honor to have been a part of PRIMEX indeed!

Zoraydah Lyn Gonzales
Former PRIMEX staff

We really wish you a lot of more decades of successful work - hopefully some with EPOS as well!

Have a wonderful celebration and enjoy!
Lots of good wishes from the whole EPOS team in Germany and abroad, congratulations!

Inke Fabian de Barreto

I wish to congratulate you warmly for your achievements on the 20th anniversary of your company. You have now been at the helm of the company that you founded 20 years ago. In the course of these many years, you have made the company what it is today by dint of personal commitment, circumspect management, and your wide range of experience...and hospitality. I wish that you and your company will enjoy further success for many years to come! Thanks for being a friend.

Suseno Sukoyono

Special Adviser to the Minister of Marine Affairs and Fisheries, Indonesia

I wish to congratulate you warmly for PRIMEX's achievements on its 20th anniversary. We are happy and we pray for more successes.

PT.TRANS INTRA ASIA, as your partner for many, many years, would also like to extend its thanks to PRIMEX for sharing its experiences with TIA. We are grateful to be part of your momentous event and we hope to continue being partners in the future.

Hersono Heroe
President Director Pt. Trans Intra Asia - Jakarta - Indonesia

My congratulations to you and all at PRIMEX on this great achievement and may PRIMEX go from strength to strength in the decades ahead! You are all doing a great job in a very important area of human endeavour.

Meryl Williams
WorldFish

Twenty years is a tremendous milestone, and I wish PRIMEX the same success for many more. I wish I could be there to share in your celebrations, but my prayers are with you as always.

Asoka Casiechetty
Sri Lanka

What a remarkable record you have, of professionalism and service to development and management of fisheries, aquaculture, rural development, and other fields, in so many different lands. PRIMEX has acquired a global reputation for excellence, quality of work, and good relations with clients and recipient governments in so many different projects and challenging situations.

So much credit is due to its marvelous visionary leader and President, Madam Elvira Ablaza, whose enormous capacity for work, attention to detail, and endless patience through tough and difficult times - are legendary virtues. Also husband and Director Jerry Sison whose superb economic inputs to all reports have given the Bank and governments a model and benchmark of quality for others to emulate. Then there is the team - the remarkable staff of committed specialists and support personnel whose pleasantness and helpfulness make it a joy to work with PRIMEX.

David B Thomson (Scotland)

Team Leader/Institutional Development Specialist for PRIMEX-implemented ADB PPTAs in Indonesia, Sri Lanka, Viet Nam

PRIMEX was an important part in my 18 years with ADB and the Philippines. Without PRIMEX (Elvira and Jerry), I would not have been able to deliver so many excellent development projects and make much memorable mission stories. The experiences I gained from ADB and PRIMEX are benefiting me until today. When you make your anniversary speech, please congratulate everyone in the PRIMEX family for your achievements during the last 20 years. PRIMEX is truly a No. 1 team.

Weidong Zhou
Former ADB staff
Wuxi, China

Congratulations on PRIMEX's premier 20 years in the top tier of consulting firms. I will raise a glass to a job well done from my home on the Atlantic.

Marget Davis
Social Development/Resettlement Specialist
Newfoundland, Canada

MORE NEWS

PRIMEX CEO tapped to assist in developing a climate change strategy for the Pacific

PRIMEX President and CEO Ms. Elvira C. Ablaza has been engaged by ADB to assist Mr Mahfuz Ahmed, Principal Natural Resources Economist of the Pacific Regional Department, in developing a climate change strategy and investment plan for the Pacific Region for the 2010-2012 period and beyond.

Based on a review of the recent Climate Change Implementation Plan (CCIP) for the Pacific, as well as the current Country Partnership Strategies and Country Operational Business Plans for ADB's Pacific developing member countries (PDMCs), Ms Ablaza will identify key climate change issues and programmatic gaps in each of the Pacific countries and recommend possible approaches to integrating climate change actions at a regional level.

She is also expected to provide inputs for developing operational linkages of the draft climate change strategy with ongoing and planned climate change interventions and financing sources in the Pacific.

PRIMEX tapped on knowledge management for Coral Triangle Initiative

PRIMEX Information Technology Specialist, Mr. Jay Lowell Payuyo, was engaged by the United Nations Office for Project Services (UNOPS) to help link and populate information websites that promote regional cooperation on knowledge management in support to the Coral Triangle Initiative (CTI).

Mr. Payuyo's engagement was under the CTI project, "Portfolio Learning in International Waters with a Focus on Oceans, Coasts, and Islands and Regional Asia/Pacific and Coral Triangle Learning processes: Regional Cooperation on Knowledge Management, Policy and Institutional Support to the Coral Triangle Initiative (PIMS: 4164)." (Click here to read full article)

PRIMEX to help prepare Cambodia's flood and drought mitigation project

PRIMEX's Angelito N. Corpuz is the Social and Resettlement Specialist of a team of consultants that are currently designing a project aimed at improving the ability of communities in Cambodia to prepare for, respond to, and recover from the negative impact of floods and droughts. (Click here to read full article)

PRIMEX to help chart Indonesia's HIV and AIDS prevention strategy

PRIMEX's Senior HIV/AIDS Specialist, Dr. Vicente S. Salas, is leading a team of Indonesian technical specialists in supporting the Indonesian Ministry of Public Works in the development of an HIV and AIDS prevention strategy for the construction services sector under ADB's Support Project for HIV and AIDS Prevention in Infrastructure (TA 7047-INO).

Dr Salas is responsible for providing international experience on HIV prevention in the construction industry and access to relevant supporting materials, and is entrusted with overall responsibility for execution of the first component of the project while supporting the national team leader for two other components. (Click here to read full article)

Zambo mayor, barangay leaders laud impact of PRIMEX's pilot project for IDUs

Zamboanga City Mayor Celso Lobregat hailed as effective the PRIMEX-led pilot project in changing the behavior of injecting drug users (IDUs) in his city.

Lobregat, along with other local officials, credited the package of interventions of the PRIMEX-led pilot project in his city despite the absence of suggested distribution and actual exchange of needles and syringes as a way to demonstrate mechanisms in mitigating health risks associated with drug injection.

"Some IDUs are no longer using drugs because of the pilot project," Mayor Lobregat said during the presentation of project evaluation results last 20 January 2009 in Zamboanga City. "I am very happy about the results". (Click here to read full article)

Championing environmental sustainability

ELVIRA C. ABLAZA has spent the last 19 years running PRIMEX (as President and Chief Executive Officer)- now a top international consulting firm credited for the success of the design and implementation of development projects across various sectors in the Asian region- from fisheries, aquaculture, and environmental management to health and infrastructure, among others.

If, to others, environmental advocacy (as a facet of corporate social responsibility) is a means to conduct businesses, it is itself one of PRIMEX's and Ablaza's main businesses – that of managing high-impact environmental projects meant for economic sustainability that also often concludes with relevant policies for governments/public sector to adopt. (Click here to read full article)

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