



Integrating world-class technology with efficient power solutions, Aseana City exemplifies the ideals of a futuristic community. Recognized for its initiatives in developing self-sustaining projects that impact the lives of Filipinos, Aseana City was honored by Meralco as an Outstanding Commercial Corporation for 2014.

Meralco infrastructure powers Aseana's smart city

Aseana developments setting foundation for city of the future

In the Philippines, there is a smart city that is rising between Roxas Boulevard on the east side and Manila Bay on the west side. Aseana City, the flagship project of Aseana Holdings Inc. (AHI), will soon join the elite group of smart cities in Songdo, South Korea; Masdar, United Arab Emirates; Rio de Janeiro, Brazil; Barcelona, Spain; and London, England.

"Smart cities" are progressive urban developments that merge advances in technologies, human capital, and physical infrastructure. This synergy leads to improved quality of life resulting from the enhancements in transport, energy, health care, water and waste facilities. In Singapore, for instance, its Smart Nation vision breeds opportunities for innovation and stronger communities.

Recognizing the need to hasten infrastructure development to meet the evolving lifestyle of its citizens, AHI is investing heavily in Aseana City's urban planning with projects such as wider and safer sidewalks, elevated skywalks and arcades, an Integrated Operations Center where CCTV cameras and license plate detectors will monitor public spaces and enhance safety, all to improve workforce mobility and productivity. The township is also foreseen to support Philippine tourism and BPO industry ambitions.



In this photo (from L-R), Meralco First Vice President and Head of Networks Ronnie L. Aperochero, Aseana Holdings Inc. President & Managing Director Delfin Wenceslao, and Meralco Vice President and Head of Subtransmission Services Antonio M. Abuel, Jr. sign a memorandum of agreement on the establishment of Aseana City's first substation.

A stone's throw away from the NAlA Skyway, south of Manila, Aseana City is a multi-use real estate project designed for the demands of the country's economic awakening.

A land reclamation project in Manila Bay, Aseana City was developed in 1989 by a consortium of the Jan de Nul Group of Belgium, TOA Construction Co. of Japan, Royal Asia Development Corporation, and D. M. Wenceslao and Associates Inc. that created 204 hectares of prime real estate.

"It's all about the three rules of real estate: location, location, location. Aseana is strategically located between two mammoth developments and will seek to create the critical mass needed to feed both Entertainment City and SM Mall of Asia,"

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"Putting together a complete community with Aseana City is a strategic move. Projections indicate that the Philippines is poised to grow in the coming years, and Aseana City is AHI's response to those demands," he noted.

A collaborative response

For the vision of Aseana as a smart city to succeed, the country's key sectors have to champion its development. Critical will be extensive backing from the information and communications technology sector, transportation, water and waste management, and the energy sector.

Aseana will be powered by energy solutions from Meralco. The distribution utility is a key partner in mapping out Aseana's energy needs, developing two Gas Insulated Substations (GIS) with an estimated P2.2 billion construction cost. Aseana and Meralco recently signed a memorandum of agreement (MOA) on the establishment of the substations. One is set for commissioning by 2017 while the other goes on stream in 2021. These power infrastructure investments ensure that Aseana's total energy requirements will be met today and in the future, when pipelined developments have all been built.

Furthermore, Meralco is deeply involved with the development of Aseana City. The distribution utility is building Aseana's power network underground to free street-level areas from overhead wires and electric poles.

Locators benefiting from the Meralco outlay are some of the world's most respected businesses like the PAGCOR Entertainment City, home to gaming and entertainment venues Solaire Resort and Casino and City of Dreams Manila, which bolster the Philippines' bid to become a new tourism mecca. Caesars Entertainment Corp., the largest operator of US casinos, is reportedly trying to bring in another \$1 billion in foreign direct investments in the country.

Other key locators include the Department of Foreign Affairs Passport Plaza, retailer S&R Membership Shopping, Ford and



Meralco Corporate Partners Relationship Manager Joy P. Mendoza (left) listens to the plans of Aseana Holdings, Inc. President & Managing Director Delfin Wenceslao (right) for the ongoing development of Aseana City.

Subaru showrooms, Blue Leaf Events Pavilion, Tune Hotel, and learning establishments King's International School of Manila (operated by British School Group) and Singapore School of Manila. Residential buildings such as Solemare Parksuites and Monarch Parksuites will add to AHI residential developments Aseana Greenway, and Aseana Residences.

Wenceslao sees Aseana City as an indispensable employment generator and a certified profit machine. Its gaming and entertainment venues create an estimated 60,000 jobs and attract one million tourists annually. The other establishments will, of course, have their own complement of customers in the near future.

In addition to Aseana I and II, construction of Aseana III will soon break ground on August of 2015. In the next five years, Aseana plans to add more buildings, creating a total of 52,000 seats. Aseana I is currently home to BPOs such as Xerox Business Services, Teletech and Atos.

Value-added service

Aseana's tenant BPOs enjoy the benefits of Meralco's Peak/Off-Peak Program (POP), the utility's rate

program that provides an option to shift operations to off peak-hours (Monday-Saturday, 8 AM to 9 AM, and Sunday, 8 PM to 6 AM) when cost of electricity is lower.

So far, Meralco's value-added service has already provided Aseana an accumulated savings of P250,000 per annum.

"We've identified Aseana as one of the country's high-growth areas. As a stakeholder in nation-building, Meralco ensures that these areas are armed with the tools for success," said Victor S. Genuino, Meralco Vice President and Head of Corporate Business Group. "These services are just one of many that Meralco develops to help our customers succeed."

Meralco recognizes Aseana to be a future-proof city and acknowledges AHI's initiatives in developing a self-sustaining community and implementing large-scale projects that impact the lives of many Filipinos and the economy as a whole.

In recognition of these initiatives, Meralco awarded Aseana City as an Outstanding Commercial Corporation at the 2015 Meralco Luminaries. The Luminaries is Meralco's annual program that honors outstanding partners in the public and private domain that have harnessed technology and showcased excellence in power management in partnership with Meralco.

"We are looking at five to 10 years for our smart city to be fully developed," said Wenceslao. "So we're only scratching the surface. There's more to be done and that's why we're thankful that we have Meralco at our side."

To learn more about Meralco partnerships, speak to your Relationship Manager, or contact the Meralco Corporate Partners at meralcocorporatepartners@meralco.com.ph or visit www.meralco.com.ph/corporatepartners.



Aseana Holdings, Inc. President & Managing Director Delfin "Buds" Wenceslao (second from left) receives a trophy in recognition of Aseana City as an Outstanding Commercial Corporation for 2014. He is joined in this photo by Meralco President & CEO Oscar S. Reyes (extreme left), Meralco Chairman Manuel V. Pangilinan (second from right), and Meralco SVP and Head, Customer Retail Services & Corporate Communications Alfredo S. Panlilio (extreme right).