



LA SALLE DRIVES ROADMAP PROJECT FOR PHL LOGISTICS, FREIGHT TRANSPORT SECTOR

DE LA SALLE UNIVERSITY (DLSU), THROUGH THE DLSU ADVANCED RESEARCH INSTITUTE FOR INFORMATICS, COMPUTING AND NETWORKING (ADRIC), ENRIQUE K. RAZON LOGISTICS INSTITUTE (ERLI) AND COLLEGE OF COMPUTER STUDIES (CCS), recently brought together various logistics sector stakeholders in a seminar-workshop led by Department of Science and Technology (DOST) Balik Scientist, Prof. Greg Foliente of the University of Melbourne in Australia.

What's inside

- | | |
|--|---|
| GCOE faculty, first Filipino to vie for Queen Mary UK Best PhD in Robotics Award | 2 |
| University Fellow, partners push for marine "Hope Spot" | 3 |
| Groundbreaking of new marine facility in Lian held | 5 |

Entitled “The Physical Internet and the future freight transport and logistics system in the Philippines: Developing a national innovation & transformation roadmap,” the event at DLSU’s Manila campus was attended by various stakeholders from the academe, government, and industry to brainstorm innovation for the sector.

Foliente facilitated the analysis and identification of key priority topics as part of a national innovation roadmap for the freight and logistics sector and in line with global efforts to transform the industry by 2040. With global expertise on infrastructure systems engineering, hyperconnected city logistics and interdisciplinary sustainability and resilience research, he noted the need to integrate capacity development and collaborative research and development for the local freight and logistics industry.

DLSU hosted the event in partnership with the DOST Balik Scientist Program, which aims to encourage established Filipino scientists abroad to exchange information, boost their counterparts’ capacity for innovation and accelerate the flow of new knowledge and technologies into the country.

Dr. Manny Biona, Executive Director of the DLSU ERLI, presented the realities and challenges of the Philippine logistics industry. He stressed that the performance of the sector depends on factors such as infrastructure, costs, bureaucracy, and climate change. He added that for the roadmap, it would require an integrated solution in policies, appropriate technologies and investments.

Among the participants were representatives from government agencies, namely the Department of Public Works and Highways (DPWH), Department of Trade and Industry (DTI), Department of Information and Communications Technology (DICT), Department of Transportation (DOTr), National Economic and Development Authority (NEDA), Philippine Ports Authority (PPA), and Maritime Industry Authority (MARINA).



Photo shows, from left: DOST S&T Fellow Dr. Varsolo Sunio, Prof. Ilao, Prof. Foliente, Engr. Escorial, DOST PCIEERD Chief Science Research Specialist Dr. Ruby Raterta, Prof. Tan, Dr. Cabredo, Dr. Biona.

Academician and University Fellow Dr. Raymond Tan, who serves as DLSU Vice President for Research and Innovation, emphasized the importance of the initial steps of the journey. “Today’s workshop and the events behind the scenes leading up to this series of consultations with experts and industry stakeholders – these are intended to bring our foot in the door as a country and towards the establishment of the Physical Internet as a model for modern 21st century logistics in the Philippines,” he said.

Engr. Niñaliza Escorial, Deputy Executive Director, DOST Philippine Council for Industry, Energy and Emerging Technology Research and Development (DOST-PCIEERD) also shared DOST’s industry innovation efforts and research projects funded by the government for the industry.

Other guests present were Dr. Joel Ilao, Director of the DLSU AdRIC and Dr. Rafael Cabredo, Dean of the DLSU College of Computer Studies.

This event was one of the milestones leading to the development of a national innovation roadmap for the freight and logistics sector in the Philippines, with the ultimate aim to transform it as a more sustainable, resilient, and productive industry for the benefit of society.

GCOE FACULTY, FIRST FILIPINO TO VIE FOR QUEEN MARY UK BEST PHD IN ROBOTICS AWARD

DE LA SALLE UNIVERSITY FACULTY MEMBER DR. ALEXANDER ABAD FROM THE DEPARTMENT OF ELECTRONICS AND COMMUNICATIONS ENGINEERING of the Gokongwei College of Engineering has been selected as finalist of the prestigious Queen Mary UK Best PhD in Robotics Award sponsored by the Centre for Advanced Robotics @ Queen Mary.

The first Filipino to be included in the final stretch of the competition, Abad’s PhD research focused on the development of a novel sensor—a multimodal, fine-grained visuotactile system that could be used in telemedicine and telerobotics, especially in remote sensing applications such as search and rescue and space exploration.

His thesis, titled “Fine-grained Haptics: Sensing and Actuating Haptic Primary Colours (force, vibration, and temperature)”, was completed under the program PhD in Computer Science and Informatics at Liverpool Hope University, United Kingdom (UK), which he pursued with support from the Department of Science and Technology - Engineering Research and Development for Technology (DOST-ERDT) Foreign PhD scholarship and Mme. Maillefer Study Program of DLSU.

The competition was open to those who attended their PhD program in the field of robotics at a UK university. Their works were reviewed by international experts and members of the Excellence Committee.

Abad will present his work and receive one of the top three prizes at the TAROS 2023 conference in Cambridge, UK on September 13-15, 2023. TAROS is the longest-running UK-hosted international conference on Robotics and Autonomous Systems, which is aimed at the presentation and discussion of the latest results and methods in autonomous robotics research and applications.

Abad’s PhD work has been reported in different news outlets in the UK and on other science websites. His research was also published in high-impact papers and presented at top robotics and automation conferences.



Abad



Photo Credit: Mission Blue website and FB page

UNIVERSITY FELLOW, PARTNERS PUSH FOR MARINE “HOPE SPOT”

IN JULY, INTERNATIONAL MARINE CONSERVATION NONPROFIT MISSION BLUE NAMED THE VERDE ISLAND PASSAGE (VIP) IN SOUTHERN LUZON A ‘HOPE SPOT’.

The new status paves the way for additional protection for the area, a critical step in preserving the region’s rich marine biodiversity, which is under attack from industrial activities.

DLSU University Fellow and Br. Alfred Shields FSC Ocean Research Center (SHORE) Director Dr. Wilfredo Licuanan and Senior Curator of Invertebrate Zoology at California Academy of Sciences Dr. Terrence Gosliner were named Hope Spot Champions for their efforts to push for the expansion of the VIP Marine Protected Area (MPA) Network, which covers 1.14 million hectares of coral reef and has been described as one of the most biodiverse places on earth.

Gosliner and Licuanan, with their partner institutions, have been conducting primary research on advancing coral rearing and spawning techniques. They are developing these to be deployed for restoration work in areas that lack natural resilience.

Part of their work is to identify particularly resilient coral species and reefs and establish national standardization across reef monitoring techniques. For this they have partnered with ABS-CBN Foundation to train community volunteers on citizen science tasks such as monitoring reefs and collecting data.

Gosliner and Licuanan are also seeking the inclusion of the VIP as a National Integrated Protected Area System of the Philippines and to have it declared as a Particularly Sensitive Sea Area by the International Maritime Organization.

Fluor Engineering Computer Laboratory inaugurated

DE LA SALLE UNIVERSITY INAUGURATED THE NEWLY RENOVATED FLUOR ENGINEERING COMPUTER LABORATORY at the Velasco Hall on July 14. The facility houses computers with software for Gokongwei College of Engineering (GCOE) majors. After the blessing, a program was held at the Henry Sy, Sr. Hall Roof deck.

The event was attended by key DLSU administrators including President Br. Bernard Oca FSC, Provost Dr. Robert Roleda, Vice President for Laguna Campus Dr. Jonathan Dungca, GCOE Dean Dr. Kathleen Aviso, and CCS Dean Dr. Rafael Cabredo.

Fluor was represented by Philippines General Manager David Djojodihardjo, Global Community Affairs Executive Sponsor Robert Taylor, Philippines Community Affairs Executive Sponsor German Camigla, and Philippines Community Affairs Chair Angelo Cagatin.



Fluor executives with Br. Bernie



Magnaye, Tiongson, Dino, Josol

DLSU LAW PLACES 12TH IN INTERNATIONAL MOOT COURT COMPETITION HELD IN GERMANY

A TEAM OF FOUR STUDENTS FROM THE DE LA SALLE UNIVERSITY TAÑADA-DIOKNO SCHOOL OF LAW (DLSU-TDSOL) recently brought home a 12th-place finish in an international moot court competition held in Germany, besting more than a hundred other teams from law schools around the world.

The Nuremberg Moot Court competition simulates a case heard before the International Criminal Court, an international tribunal created by the Rome Statute to hold individuals accountable for war crimes and crimes against humanity. The oral rounds of the moot were held at the birthplace of International Criminal Law: Courtroom 600 of the Nuremberg Palace of Justice, the very courtroom where the 1945 Nuremberg trials were held after the end of World War II.

The moot was participated in by more than a hundred teams from universities worldwide when the competition began its written phase in January 2023. Only 32 teams with top scores advanced from the written memorials to be invited to compete in the oral rounds in

Nuremberg, Germany from 19 – 22 July, 2023. DLSU Law was one of those top 32 teams that qualified for the oral competition in Germany.

The 2023 DLSU-TDSOL Team was composed of four senior law students: Shane Andrew Magnaye, Angelica Cecilia Dino, Cyril Matthew Josol, and Jena Therese Tiongson. The team was coached by Atty. Ryan Hartzell Balisacan, who teaches Criminal Law and Criminal Procedure at the law school, and by former Associate Dean, Prof. Rebecca E. Khan, who teaches Public International Law.

The DLSU-TDSOL Team travelled to Nuremberg and competed in 3 intense days of oral hearings, with some of the matches presided over by actual judges of the International Criminal Court. From the top 32, the DLSU-TDSOL Team further advanced to the round of 16 after the qualifying matches, and finished in 12th place.

Mooting is one the most fun and educational experiences a student can have while in law school, and DLSU supports its students as they pursue global ambitions. Aside from the Nuremberg Moot Court, DLSU-TDSOL also regularly participates in other international moots.

La Salle business students bag 2 gold awards in Singapore

TWO GROUPS OF UNDERGRADUATE BUSINESS STUDENTS RECEIVED GOLD AWARDS FOR PARTICIPATING in separate competitions organized by the Global Chinese Marketing Federation (GCMF) held at the Marketing Institute of Singapore (MIS) last July 15.

The events Global Brand Planning Competition (GBPC) and Business Event Planning Competition (BEPC) were joined by various schools coming from China, Thailand, Singapore, Tanzania, Taiwan, Sri Lanka, and the Philippines. The DLSU team for BEPC also took the 2nd runner-up spot and Best Performing Team award.

Spearheaded by the DLSU Junior Entrepreneurs' Marketing Association (JEMA), the groups were formed as Team Arrows and Team Let's GU and supported by the Department of Marketing Management and Advertising.

The BEPC competing team, Team Arrows, was composed of team leader Madeline Tee (5th Year BSMS-IE), with Kent Harvey Iñgel (3rd Year, MKT), Sophie Marie Rendon (3rd Year, APC), Ralph Stephen Saavedra (3rd Year, AEI-BSA), and Danielle Alisson Tan (3rd Year, MKT), under the mentorship of John Laurence Robes.

Team Arrows created a business event plan that focused on innovation for events at ParkRoyal Hotels in Singapore, particularly with the use of interactive floor panels and sustainable technologies through energy efficient lighting.

Meanwhile, Team Let's Gu, which competed for GBPC, was led by Rav Ryan Ocampo (4th Year, ENT), with members Nurjanjam II Alfad (4th Year, MKT), Gianna Yasmeeen Cham (3rd Year, APC), Maria Angelica Pechon (3rd Year, APC), and Eunice Nicolle Uy Tan (3rd Year, APC). They were mentored by Dustine Mae Gaviño. The group crafted an innovative marketing strategy for the GU Brand, a sister company of Uniqlo, in a bid to enter the Vietnamese market.



Team Arrows



At the awarding ceremony last July 29

AMBASSADOR CUISIA RECEIVES LETTER OF AFFILIATION FROM LA SALLE BROTHERS

AS A GESTURE OF APPRECIATION FOR HIS GIFT OF DISTINGUISHED SERVICE AND INSPIRING CONTRIBUTIONS TO THE DE LA SALLE BROTHERS and various Lasallian institutions, the Institute of the Brothers of the Christian Schools conferred the title Affiliate Member of the Brothers of the Christian Schools (AFSC) on Ambassador Jose L. Cuisia, Jr. (AB-BSC '67). This is the highest honor a lay person can receive from the Institute.

“The Superior General of the Brothers of the Christian Schools acknowledges with joy and gratitude your generous commitment to the Institute, the quality of your personal life inspired by Lasallian spirituality, and your active and long-standing participation in our work of education,” the La Salle Brothers wrote in the letter.

The ceremony was held at the Most Blessed Sacrament Chapel, De La Salle University last July 29.

In the Special Resolution to the Lead Brother Visitor and District Council for the Ambassador's Affiliation to the Institute, which was read during the

ceremony, Cuisia was described as one “who, because of faith, passion, perseverance, and love for his craft, has used his God-given gifts and conquered the many hurdles on his track and has attained all his dreams and aspirations as a banker, business executive, and committed Lasallian Leader.”

He was cited for his association with the Lasallian community and its ministry, and for living the spirit of the vows of the De La Salle Brothers in his life of generosity and service beyond the call of duty. He served as BOT chairman of DLSU in Manila, as well as BOT member of DLSU-Dasmariñas and De La Salle Medical and Health Sciences Institute.

The Ambassador is also a recipient of numerous awards and accolades, including the Order of the Sikatuna with the rank of Grand Cross by President Benigno Aquino III in 2016. He likewise received the 2006 Distinguished Lasallian Award from the De La Salle Alumni Association and the 2017 SIGNUM MERITI for exemplary public service from De La Salle University Manila.

Groundbreaking of new marine facility in Lian held

MEMBERS OF THE DLSU BR. ALFRED SHIELDS FSC OCEAN RESEARCH CENTER (SHORE) LED BY ITS DIRECTOR, University Fellow Dr. Wilfredo Licuanan, recently held a groundbreaking ceremony for the construction of DLSU's new marine station in Lian, Batangas last July 10.

The main building will provide amenities for DLSU students, faculty and staff conducting research at the marine station. The building will feature a multipurpose hall, service decks, kitchen and pantry, teaching laboratory, restrooms, laundry and drying area, and dormitory rooms.

DLSU Laguna Campus representatives led by Dr. Jason Ongpeng and Marco Macatangay joined the DLSU SHORE team during the event.

Currently, the Center holds office on the Laguna campus and provides lecture series for DLSU Integrated School faculty and students who would like to be part of the DLSU Coastal Sea Scouts Auxiliary—a program where participants are provided with knowledge and skills focusing on the marine environment and coastal ecosystem.



“ You can perform miracles by touching the hearts of those entrusted to your care. ”

De La Salle

-Med 180.3 - Feast of St Hilarion

Lasallian

SOCIAL ENTERPRISE

for Economic Development

67

social enterprises developed

social entrepreneurs trained

340

national and regional conferences staged

4

programs currently implemented

170

events initiated

9



The Lasallian Social Enterprise for Economic Development (LSEED) Center is the University unit that develops programs to help localize UN Sustainable Development Goals through community-led social entrepreneurship.

Source: LSEED FB



2401 (twen'te fôr'ô, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is the name of the official newsletter of DLSU, featuring developments and stories of interest about the University.

2401 is published bi-weekly by the Office for Strategic Communications (AH-21F, intercom 144). Editorial deadline is 3 p.m. Tuesdays. Contributions should include the name, office and signature of the sender. Materials may be edited for clarity or space.

2401 may be accessed online through the URL: <http://www.dlsu.edu.ph>.

Executive Director | Johannes Leo Badillo
Editorial Supervisor | Ruby Carlos
(ruby.carlos@dlsu.edu.ph)
2401 Vol. 54 No. 17 Artist-in-charge | Miguel Pabello

Issue No. 17 Writers |
Arfie Koc, Giorla Pauline Negre, Roy Sy
Contributors |
TDCOL, Department of Marketing and Advertising
Editorial Support | AARichela dela Cruz

Creative Director | Peter Varona
Art Director | Mark Louie Esteves
Secretary | Virginia Umacob-Gases
Office Assistant | Raymond Menor