



# DLSU forges monumental partnership with the Tiu Family

DE LA SALLE UNIVERSITY AND AKARI LIGHTING AND TECHNOLOGY CORPORATION sealed an agreement for the establishment of an endowment fund for the School of Economics on May 3 at the Jose T. Pardo AFSC Hall. The ceremony featured the signing of multiple Deeds of Donation and a Memorandum of Agreement, including the establishment of the Tiu Family Endowment Fund, donation of the 3D video wall equipment, sponsorship of lighting fixtures for DLSU campuses, and the management of the DLSU Women's Football Team. The highlight of the ceremony was the announcement by the Brother President of the naming of the School of Economics to the Carlos L. Tiu School of Economics.

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The honorees were led by the family patriarch, Mr. Carlos L. Tiu with his wife Rosario; along with their accomplished Lasallian children - Christopher “Chris” Tiu (Legal Management, 1990), CEO of Akari Lighting and Technology Corporation; Catherine Tiu-Tan (MBA, 1989), Executive Vice President; Christine Tiu-Gaw (BS ECE, 1994), Vice President for Finance and Administration; Irene G. Tiu (Economics, 1995), Vice President for Procurement; Grace Tiu-So (Manufacturing Engineering and Management, 1999), Vice President for Warehouse and Logistics; Caroline Tiu-Esteban (Accountancy, 1991), Company Auditor; Charlene Tiu, wife of the late Carter Carlos Tiu (BSME, 2001); and Russel Balbacal (Legal Management, 1990), Akari Sports Director.

In his welcome message, DLSU Provost Dr. Robert Roleda expressed his appreciation for the profound impact of the partnership and for the entrepreneurial vigor of the Tiu Family. School of Economics Dean Dr. Arlene Inocencio, on the other hand, shared that the established professorial chairs, named after the honorees, would enable their faculty to produce groundbreaking research, develop macroeconomic models, and conduct evidence-based policy proposals for the government.

Advancement and Alumni Relations Executive Director Edwin Theodoro Reyes recounted CEO Chris Tiu’s commitment to giving back to his alma mater, resulting in numerous contributions spanning community, charity, environmental programs, and sports development.

CEO Chris Tiu expressed his family’s gratitude to their alma mater, not only as donors, but more importantly as partners. “Through

these halls, we honed our skills, cultivated our passion, and nurtured our dreams ... it is time to pay it forward,” he shared.

The event also featured a tribute to the late Mr. Carter Carlos Tiu, commemorated by his son, Caleb Zachary Tiu, who spoke of continuing his father’s legacy through education and scholarships. DLSU President Br. Bernard Oca FSC expressed gratitude and shared DLSU’s vision for the future, emphasizing the enduring impact of the partnership. “The Tiu Family Legacy will serve as one of our pillars—it is a celebration of the accomplishments of the university but more so, it is a testament to the quality of our graduates and the successes of their families as well.” He pointed out that the Carlos L. Tiu School of Economics symbolizes vision, excellence, and philanthropy.

The event, which highlighted collaboration, innovation, and a shared commitment to educational and athletic excellence, was attended by the members of the DLSU Board of Trustees, top administrators, the Women’s Football Team, representatives from DLSAA, the University Student Government, as well as officers and managers from Akari.



# UNIVERSITY RECOGNIZED BY IPOPHL

THE INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES (IPOPHL) RECENTLY PRESENTED DE LA SALLE UNIVERSITY an IP citation in recognition of its IP initiatives and IP protection efforts as an institutional partner. DLSU is the lone HEI that received the citation.

DLSU Intellectual Property Office Director Atty. Christopher Cruz received the award on behalf of the University during the Gawad Yamang Isip Awards 2024 held last April 29 at Dusit Thani Manila.

The Gawad Yamang Isip is the Philippines’ most prestigious award that honors IP rights holders who have significantly contributed to innovation, creativity, and industry.

IPOPHL also conferred another set of WIPO special awards on last year’s winners of the former’s Socially Relevant Technology Contest, which aims to highlight sustainable technological solutions to environmental challenges.

One of the winning companies under the professional category is VISON Technologies Corporation, which is one of the first startups from the DLSU College of Computer Studies. It developed the TITAN project in collaboration with the Department of Science and Technology-Philippine Council for Industry, Energy, and Emerging Technology Research and Development (DOST-PCIEERD), through the Funding Assistance for Spinoff and Translation of Research in Advancing Commercialization (FASTRAC) Program.

For the complete list of winners: <https://bit.ly/4atWk0Q>



Cruz





From left: Brother Visitor of the Lasallian East Asia District Br. Jose Mari Jimenez FSC, DLSU President Br. Bernard Oca FSC, and Superior General of the Institute of the Brothers of the Christian Schools Br. Armin Luistro FSC.

# LA SALLE CELEBRATES 50-YEAR MILESTONES

**DE LA SALLE UNIVERSITY CELEBRATED ON MAY 12 THE 50TH ANNIVERSARY OF ITS PRESIDENT**, Br. Bernard Oca FSC, as a De La Salle Brother and kicked off the University Charter Golden Jubilee with the theme, “Singkwentang Kwento: Five Decades in Shared Mission.”

DLSU also included in the celebrations the 50th anniversary of the South Manila Educational Consortium (SMEC), which Br. Bernie concurrently serves as president. An association of 14 HEIs in the Malate, Ermita, and Intramuros districts, SMEC fosters collaboration and aims to maximize the institutional resources of member schools.

The event commenced with a Thanksgiving Mass at the Most Blessed Sacrament Chapel presided by Fr. Jose Mario Francisco, SJ, STL, Ph.D and concelebrated by University Chaplain Alejandro Mijangos, LC, together with the University presidents from the University Athletic Association of the Philippines and the South Manila Educational Consortium, who are members of the clergy.

During the Mass, Superior General of the Brothers of the Christian Schools Br. Armin Luistro FSC delivered the shared reflection, and the Brothers presented a certificate to Br. Bernie after his renewal of vows.

A dinner reception and program at the Henry Sy, Sr. Hall grounds followed the Eucharistic Celebration. Br. Bernie’s introductory message highlighted the achievements of SMEC over the years, citing its thrust on research as well as its growing global partnerships.

Program hosts University Fellow and Professor of Economics Dr. Tereso Tullao, Jr. and veteran broadcaster and alumnus Rico Hizon then segued to the launch of the second season of the “Decades La Salle” podcast.

Premier Lasallian talents DLSU Chorale and Lasallian Youth Orchestra, together with guest artists from Tanghalang Pilipino, serenaded the audience with Br. Bernie’s favorite musical performances. DLSU’s first lay and woman President, Chancellor Emeritus Dr. Carmelita Quebengco AFSC, gave a message in honor of the Brother President.

Br. Bernie, in his response, said “A special grace in being able to celebrate three Jubilees within a single occasion is how it helps us apprehend, even marvel at, the elasticity of time. To a person, fifty years is a full and generous measure, a reason for reflection, gratitude, and, yes, a little repose. But to an institution, the same fifty years may well signal mere adolescence, a coming of age. A readiness to evolve and transform, an appetite to lead.”

During the program, the Br. Bernard Oca FSC Scholarship Endowment Fund was also established, with Ambassador Jose Cuisia, Jr. AFSC speaking on behalf of the donors of the scholarship fund.

Capping off the event was the launch of the 3D projection mapping videos at the St. La Salle Hall facade. Two videos highlighted the history and expansion of the Institute and DLSU’s milestones.

The 3D projection equipment is part of the donation of Carlos Tiu and family to DLSU.

## New NRCP Division 1 Chair

**THE VICE DEAN OF THE BR. ANDREW GONZALEZ FSC COLLEGE OF EDUCATION**, Dr. Rochelle Irene Lucas, was elected as chair of the National Research Council of the Philippines Division 1 – Governmental, Educational, and International Policies, effective 2024-2026.

Her oath taking was held during the 2024 Annual Scientific Conference and 91st General Membership Assembly last March 12 at the Philippine International Convention Center. She also attended the organizational meeting of the Governing Board last March 26 at the NRCP main office in Taguig.



Prior to this new post, Lucas received the Fulbright Advanced Research and University Lecturing Program award in Columbia University New York during Academic Year 2024-2025. A faculty member of the Department of English and Applied Linguistics, she has published, presented and conducted research on psycholinguistics, bilingualism, language learning in children, motivation, alternative assessment, language documentation and discourse analysis.



# REGIONAL WINNER IN PRME GLOBAL STUDENTS SUSTAINABILITY AWARDS



**DLSU STUDENT ORGANIZATION BUSINESS MANAGEMENT SOCIETY BESTED OTHERS FROM THE ASEAN+ REGION AS IT WAS PICKED “REGIONAL WINNER”** in the Principles for Responsible Management Education (PRME) Global Students Sustainability Awards last May 8 in a virtual awarding ceremony.

PRME is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in business and management education.

BMS is being represented by its executive board members Shannen Go, AB major in Communication Arts and BS in Applied Corporate

Management (CAM-APC), 4th year; Kharmella Nathasha Ngo, Bachelor of Science in Applied Corporate Management (BS-APC), 3rd year; Stephanie Lim, Bachelor of Science in Applied Corporate Management (BS-APC), 3rd year; Ralph Wu, Bachelor of Science in Applied Corporate Management (BS-APC), 3rd year; and Jenie Añonuevo, AB Major in Organizational Communication and BS Applied Corporate Management (OCM-APC), 3rd year.

The Global Winner will be announced during the PRME Global Forum on June 18 and awarded USD 2,000 to boost the impact of their local initiatives.

## Best Presentation Award at the 6th International Conference on Management Science and Industrial Engineering



**DLSU GOKONGWEI COLLEGE OF ENGINEERING STUDENTS RECEIVED THE BEST PRESENTATION AWARD** at the 6th International Conference on Management Science and Industrial Engineering held last April 24-26 in Bangkok, Thailand.

The winners, Industrial and Systems Engineering majors Kelsey Adrianne Cua and Adrianne Ong, shared their research entitled “A Mixed Integer Linear Programming Model for the Assignment and Scheduling of Healthcare Workers with the Consideration of Worker Skill Levels”.

With the theme “Information Management and Industrial Automation”, the conference discussed innovations in the science of data-driven decision-making in complex and uncertain environments through algorithms, computation, and mathematical modeling.

Cua and Ong presented their paper during Session 14, which was dedicated to Management Information System Architecture and Development papers.

Over 90 research papers from students and professionals worldwide were part of MSIE 2024. The students were mentored by Engr. Darlyn Magno-Rodriguez.



# WINNERS OF P&G NEXT 2024 BUSINESS IT CASE COMPETITION

A 3RD-YEAR BSMS IN COMPUTER SCIENCE STUDENT FROM DLSU, Daphne Go, won awards in the P&G Next 2024 Business IT Case Competition, held at Marquis Events Place in Taguig City lat March 20-21.

The competition was one the highlights of the annual P&G Leadership Excellence Camp, showcasing the prowess of young minds in the realm of information technology.

Go was awarded Best Camper, Case Challenge Champion, and Champion for Tech Challenge in Data Analytics.

Meanwhile, two other DLSU students won first runner-up for Case Challenge. They are Monica Manlises, 3rd Year BSMSCS, and Richard Pecson, 3rd year BS in Computer Science, Major in Network and Information Security.



## ImaGnation 2024: GCash Innovation Challenge Champions

TWO STUDENTS FROM DE LA SALLE UNIVERSITY, TOGETHER WITH A STUDENT FROM ATENEO DE MANILA UNIVERSITY, bagged the championship in ImaGnation 2024: GCash Innovation Challenge, an annual case competition designed for young trailblazers to turn their imagination into innovation and make GCash's goal of Finance for All a reality.

Team G na G, composed of Gio Almonte (DLSU IV-ChE), Cheryl Uy (DLSU IV-IE), and Tricia Acosta (AdMU)), presented a digital solution to connect individuals with MSMEs to further accessibility for loan and investment instruments. They were awarded Php 60,000, an iPad each, and a position in GCash's Jumpstart Internship Program.

Highlighting a 4-day case competition, the event included training, mentorship, and case development aimed at creating solutions to expand financial accessibility.

With 217 teams made up of 592 students from 105 universities, this iteration is the largest in the competition's history. From this group, the top 15 teams advanced to the semifinals, where they were mentored by GCash staff before presenting their cases to judges from senior GCash management.



“You are called like the apostles to make God known to others.”

*De La Salle*

-Med 78.2 - Feast of St Andrew, apostle



## NOW STREAMING SEASON 2!

*“relive the past, take stock of the present, and visualize the future”*



The new season of Decades La Salle was officially launched on May 12, coinciding with the 50th anniversary of DLSU as a university and celebrating Br. Bernard S. Oca FSC's 50th anniversary as a Lasallian Brother.



### Drew & Iya: Happiness Over Income!

The inaugural episode of season 2 showcased the dynamic husband and wife duo, Iya Villania (Psychology, 2009) and Drew Arellano (Marketing Management, 2001).



Follow and subscribe to Decades La Salle on Spotify and YouTube to catch a new episode every Wednesday.



2401 (twen'te fôr'o, 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 Strategic Communications Office (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>.

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