

2 Pinay entrepreneurs receive international award

by MOMAR G. VISAYA
AJPress



Renee King



Caroline Cua

NEW YORK—Two Filipina entrepreneurs received the Cartier Women's Initiative Award during a ceremony held recently on the occasion of the Women's Forum for the Economy and Society in Deauville, France.

Manila-based Renee King and Caroline Cua, co-founders of Tamang Timpla Foods, a food manufacturing startup that promotes naturally pure and healthy Filipino foods were among the five women entrepreneurs who won the coveted award. Tamang Timpla's star product is the Kalamansi Squeeze, a pure and convenient, ready-squeezed, unsweetened calamansi concentrate with a shelf life of six months.

King and Cua received a Cartier trophy, a US\$20,000 cash award, and will benefit from a full year of coaching from Cartier, McKinsey & Co., and INSEAD Business School.

After two grueling rounds of competition, an international jury of entrepreneurs and members of the business community selected five laureates from around the world for the creativity, sustainability and social impact of their start up projects.

A recent graduate of Ateneo de Manila University with a major in Business Management, Renee Francesca King is motivated to turn Tamang Timpla Foods Inc., her food startup dedicated to pure and healthy Filipino food products, into an international success.

From an applicant pool of 400, one winner from each region (Africa, Asia, Europe, Latin America, North America) was chosen.

"If as many women were to be engaged in start-up businesses

and CEO of Cartier.

Created in 2006 by Cartier and the Women's Forum for the Economy and Society in partnership with McKinsey & Company and INSEAD management school, the Cartier Women's Initiative Awards are an annual international entrepreneurship competition for women. Five laureates, one per continent, are awarded each year and receive US\$ 20,000, coaching support for a full year and an exclusive trophy designed by Cartier, one of the world's most esteemed luxury brands.

The Project

In 2006, Renee teamed up with fellow female students Jenica Cruz, Caroline Cua and Gabbie Ocampo to enter their university's School of Management Business Accelerator Program.

The course enables participants to design and start their own business, with the guidance of professors and successful entrepreneurs from various industry sectors. The four aspiring businesswomen came up with the idea for Tamang Timpla Foods, Inc. and launched their pioneer product, Kusina Klassics Kalamansi Squeeze.

while supporting local calamansi growers and creating new jobs," King said.

In the long term, Tamang Timpla Food, Inc. hopes to create new products and export them worldwide, especially to areas with significant numbers of overseas Filipino workers. For Renee, her business goes beyond being a food provider; it is a way of spreading Filipino culture around the world.

"I see food as a cultural vessel. I hope that our company's products will give people across the globe an appreciation of Filipino cuisine. We aim to be cultural ambassadors for our country," she added.

King and her co-founder also hope that they will be able to obtain a patent, increase their product's shelf life to one year and expand sales to local restaurants, cafes, caterers and hotels.

"Our current focus is on improving our business communication skills so that we can enter new markets and increase production. With the help of the coaches from Cartier, McKinsey and INSEAD, we hope to optimize our strengths and overcome the challenges we face as an up-and-coming small business," King explained.

The other awardees were:

Laureate for Africa: Mame Khary Diene, Founder of Karistal (Senegal), a local laboratory promoting the finest African cosmetics and essential oils. Karistal uses natural products with high saturated active ingredients, extracted mechanically without using chemicals products.

Laureate for Europe: Laura Chicurel, Founder of Chicurela (United Kingdom), a producer and distributor of eco-friendly salmon skin leather. Chicurela has introduced a novel approach to addressing the problem of waste fish skins, by turning them into luxury leather goods.

Laureate for Latin America: Dr. Cynthia Guy, Founder of the Instituto de Implantes Cocleares (Panama), the only provider of cochlear implants for people with severe and profound hearing loss. So far, IICSA has successfully carried out three cochlear implant operations, and plans to perform 18 more in 2008.

Laureate for North America: Mona Jhaveri, Founder of Foligo Therapeutics Inc (USA), a biotech company aiming to improve the detection and treatment of ovarian cancer. Her company, Foligo Therapeutics, Inc., is developing early diagnostic techniques and DNA-based therapeutics that aim to destroy cancerous cells and reduce suffering. ■



(Top) Lee-Anne Kassel, 2008 Finalist for Africa; Paulina Avila, 2008 Finalist for Latin America; Barbara Ngouyombo, 2008 Finalist for Europe; Chenda Chhay, 2008 Finalist for Asia; Elsbeth Vaino, 2008 Finalist for North America; Wu Man, 2008 Finalist for Asia. (Below) Aude Ziesenis de Thuin, Founder and President of the Women's Forum; Mame Diene, 2008 Laureate for Africa; Laura Chicurel, 2008 Laureate for Europe; Renee King, 2008 Laureate for Asia, Cynthia Guy, 2008 Laureate for Latin America (right next to her is her daughter); Mona S. Jhaveri, 2008 Laureate for North America; Bernard Fornas, President and CEO of Cartier.

as men, we would see thousands of jobs and opportunities open up across all markets and on all continents", said Aude de Thuin, Founder and President of the Women's Forum for the Economy and Society.

"More than ever, our economies need the spirit of enterprise, the taste for challenge. Small businesses play a key role in building the global economy. We believe that these brave and spirited laureates will be drivers of change for their communities and the future of their countries," added Bernard Fornas, President

Calamansi, a small citrus fruit native to the Philippines, is widely used in food preparation, seasoning and drinks. However, it is difficult and time-consuming to prepare.

Renee's idea was to develop Kalamansi Squeeze, a convenient, ready-squeezed calamansi concentrate with a shelf life of six months. Unlike existing products on the Filipino market, Kalamansi Squeeze is all-natural and contains no added sweeteners.

"By bottling calamansi extract, we're giving people a convenient and healthy source of calamansi

ARE YOU READY TO PLAY FOR THE BEST TV PACKAGE?

PILIPINAS GAME KENB?

8 Filipino channels and over 120 English channels
\$35⁹⁸ /MONTH PLUS TAX FOR 12 MONTHS

PLUS GET FREE FOR 3 MONTHS
HBO SHOWTIME starz

*Includes THE OBJECT and PREFERRED CHOICE packages. Price reflected includes a \$23 bill credit for 12 months after online or phone-in rebate. Must first enroll in DIRECTV Auto Bill Pay program with valid e-mail address to qualify. PREFERRED CHOICE package requires activation of any WorldDirect service. PREFERRED CHOICE regular price \$32.99/mo. THE OBJECT regular price \$25.99/mo. WorldDirect customer must first subscribe to DIRECTV BASIC (\$9.99/mo.) or any DIRECTV base package (\$29.99/mo.) or above. Offers end 3/31/09 and are based on approved credit; credit card required. New customers only. Lease required. Must maintain programming, DVR and/or HD Access. Lease fee \$4.99/mo. for second and each additional receiver.

When it comes to TV entertainment, you want the best deals for Filipino and English programming. With our latest offers, you have incredible value on both! What you see is what you get. No guessing games.

PREFERRED CHOICE™

Access to over **120** English channels, including local channels*

AND MORE!

*Eligibility based on service address.

Best offer ever. Act now.
Call ASTI: 1-702-421-2135
An Authorized DIRECTV Retailer or DIRECTV at 1-866-875-8749

THE ALMASE LAW GROUP

520 S. 9th Street, Las Vegas, NV 89101
Office: 474-0404 • Business cell: 326-3814



The Almase Law Group is a full service law firm focusing primarily on:

- **CRIMINAL DEFENSE.** From serious category A felonies to simple misdemeanors including traffic infractions, your freedom is at stake. You and your rights will be **defended** to the fullest, no matter the size of the case.
- **FAMILY LAW.** Such matters as divorce, child custody, and alimony can leave you emotionally drained. You will be **insulated** from any further emotional turmoil.
- **PERSONAL INJURY.** Car accidents, slip and fall, and other cases arising from the carelessness of another means suffering and financial loss to you. You will be **protected** from any continuing hardship.



CAESAR V. ALMASE
Principal Attorney

- *Affiliated with Almase, Suarez, & Almase-Martinez law firm of the Philippines.*
- *Member of the Nevada Bar Association & Nevada Attorney's for Criminal Justice.*
- *Handled thousands of criminal cases as former Clark Co. Deputy Public Defender.*

Credit card not required in NV & FL. *BILL CREDIT/PROGRAMMING OFFER. 1-MO ONE PROGRAMMING OFFER PER ACCOUNT. To qualify for the \$23 bill credit, customer must first enroll in the Auto Bill Pay program with valid e-mail address via directv.com and consent to receive e-mails from DIRECTV. Then, upon DIRECTV System activation, customer will receive rebate instructions (Included in customer's first DIRECTV bill, a separate mailing or, in the state of New York, from retailer) and must comply with the terms on the instructions. Credit begins 6-8 weeks after receipt of rebate form online or by telephone. Timing of promotional pricing depends on rebate date. Account must be in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible. DIRECTV not responsible for late, lost, illegible, mutilated, incomplete, misdirected or postage due mail. Limit one bill credit offer per account. In certain markets, programming pricing may vary. Package pricing at directv.com/packages. DIRECTV System has a feature which restricts access to channels. INSTALLATION. Standard professional installer only. Custom installation extra. SYSTEM LEASE. Purchase of 10 consecutive months (24 months for advanced receiver) of any DIRECTV base programming package (SV-PVms, or above) or qualifying international services benefits not. FAILURE TO ACTIVATE ALL DIRECTV SYSTEM EQUIPMENT IN ACCORDANCE WITH THE EQUIPMENT LEASE ADDENDUM MAY RESULT IN A CHARGE OF \$150 PER RECEIVER NOT ACTIVATED. IF YOU FAIL TO MAINTAIN YOUR PROGRAMMING, DIRECTV MAY CHARGE A PROGRATED FEE OF UP TO \$480. RECEIVERS ARE AT ALL TIMES PROPERTY OF DIRECTV AND MUST BE RETURNED UPON CANCELLATION OF SERVICE OR ADDITIONAL FEES MAY APPLY. VISIT directv.com OR CALL 1-800-DIRECTV FOR DETAILS. Programming, pricing, terms and conditions subject to change at any time. Pricing residential. Taxes not included. Receipt of DIRECTV programming subject to DIRECTV Customer Agreement, copy provided at directv.com/legal and in first bill. ©2008 DIRECTV, Inc. DIRECTV, and all WorldDirect service marks are registered trademarks of DIRECTV, Inc. All other trademarks and logos are the property of their respective owners.