

## REGISTRATION

I bindingly register for SEED Program in the Philippines from Aug. 12 to Aug. 23, 2018, paying a full fee of US\$600.00.

Further, I undertake to insure myself adequately against all health and accident risks within the duration of the program.

Name and Signature \_\_\_\_\_  
Institution: \_\_\_\_\_  
Date: \_\_\_\_\_

P.O. Box 4457, Mendiola, Manila,  
Philippines

Telephone No. (632) 735-6011 local 2123

Please send the accomplished registration form to [seed2018.ph@gmail.com](mailto:seed2018.ph@gmail.com)

## PROGRAM FEE

The program fee is US\$600.00 only. It covers:

- Workshop and program kit
- Airport and other transfers
- Hotel accommodation
- Full board meals
- Guided tour



## PARTICIPANTS

Slots are allocated to ASEAN Learning Network member institutions. However, participation (with a limited number of slots) is also open to all students from non-member universities.

## PROGRAM

**Aug. 12, Sunday:** Arrival of Participants in Manila; Welcome Dinner at Le Blanc Hotel in Antipolo City

**Aug. 13, Monday:** SEED Opening Ceremony and Seminar at San Beda University, Rizal Campus

**Aug. 14, Tuesday:** SEED Framework and Methodology Workshop; San Beda University, Rizal Campus

**Aug. 15, Wednesday:** Courtesy Visit to the Local Government of Antipolo; Meeting with Community Leaders; Market Exposure

**Aug. 16, Thursday to Aug. 17, Friday:** Site Familiarization and Data Gathering

**Aug. 18, Saturday to Aug. 20, Monday:** Continuation of Data Gathering, Focus Group Discussions, and Business Development Sessions, Preparations for Presentation to the Locals; Presentation and Discussion of Plans with the Locals, Refinement, and Finalization of Plans Based on Discussions with the Locals

**Aug. 21, Tuesday:** Presentation of Plans to Experts and Social Entrepreneurs; Closing Ceremonies

**Aug. 22, Thursday:** Antipolo City Tour and Souvenir Shopping; Farewell Dinner

**Aug. 23, Friday:** Departure

# 2018 SEED PHILIPPINES

## SOCIAL ENTERPRISE FOR ECONOMIC DEVELOPMENT

A Cross-cultural Transformational Leadership Program organized by SAN BEDA UNIVERSITY, Philippines in collaboration with the ASEAN LEARNING NETWORK

AUGUST 12 - 23, 2018, ANTIPOLO CITY, PHILIPPINES

- ✓ Interact and study with international students!
- ✓ Experience unique life-long learning in a dynamic Philippine urban community!





Advance in the application of business strategies and theories with international facilitators! Experience cross-cultural field research and borderless learning in a dynamic urban community in the Philippines!

## OVERVIEW

The Social Enterprise for Economic Development (SEED) is a cross-cultural program utilizing social entrepreneurship as a means towards economic progress. It provides structured opportunities for students all over the world to converge, interact and conduct on-site urban research as a basis for development of real-time business plans.

Participants shall experience immersion in the popular and dynamic city of Antipolo, east of Manila. The guided interaction with the locals in the context of livelihood shall give them a basis for developing business strategies. These will be presented to a panel of experts for defense, social entrepreneurs for possible financing of plans and the locals to learn the principles and theories of business.

The Program seeks to provide off-campus cross-cultural experiences that will enable participants to advance in the application of research-based strategies, theories, and principles. Further, it also seeks to promote transformative education and development of cross-cultural skills.

SEED Philippines 2018 is organized by San Beda University's Linkages and International Affairs Office, in collaboration with the ASEAN Learning Network, SBC Benedictine Educational Foundation, Incorporated and the City Government of Antipolo.



## THE SITE: ANTIPOLO CITY, PHILIPPINES

Antipolo City is located east of Manila. The city is a popular pilgrim site among Filipino Catholics who gather at the Cathedral to pray.

Antipolo has a higher elevation than Manila. Because of this, it provides a scenic and relaxing view of the metropolis, especially at night.

Antipolo's mangoes and cashews are popular among tourists. "Suman" – a local delicacy made of glutinous rice is also a favorite among visitors. The Hinulugang Taktak National Park, which is a popular summer getaway is among the city's primary attractions.



## THE HOST: SAN BEDA UNIVERSITY, PHILIPPINES

San Beda University was founded by the monks of the Order of Saint Benedict (O.S.B.) and inaugurated on June 17, 1901. It has two campuses, one in Manila and another in Rizal Province. It is an esteemed institution of learning in the Philippines.

The annual SEED program in the Philippines, organized by San Beda University, were consistently given high evaluation ratings by local and international delegates due to its outstanding program design and diligent implementation resulting to the attainment of desired learning outcomes and competencies.