

# THE VIBE

VOL 2 ISSUE 3 • 2018

YOUR  
GUIDE TO  
MODERN  
LIVING IN  
THE SOUTH

## IN THE FAST LANE

INSPIRING POSSIBILITIES IN THE  
GARDEN CITY OF THE SOUTH

LIVE

**A WARM  
WELCOME**  
FINDING  
THE PERFECT  
RESIDENCE IN  
FILINVEST CITY

WORK

**PARKWAY  
CORPORATE  
CENTER**  
SOUTH'S PREMIER  
BUSINESS ADDRESS

PLAY

**ENDURANCE  
WEEKEND**  
ON ITS 6TH YEAR



GOING FURTHER IN THE  
ECONOMIC CAPITAL  
OF METRO SOUTH



FESTIVAL OF POSSIBILITIES:  
FILINVEST CITY'S FIRST-EVER  
COMMUNITY FAIR





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SOON**

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A masterplanned development of four multi-level residential towers that strikes the perfect balance of urban and laid-back living in the Metro South.

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THE  
 LEVELS

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## MESSAGE FROM THE VIBE TEAM

**Y**ears ago, a rebranding strategy led Filinvest Corporate City to be renamed as Filinvest City. The subtle change was not merely for brand recall but a mark of its evolution and vision to be more than a just a leading central business district in the Metro South.

Filinvest City has created a “southern” lifestyle of its own that continues to stand out from other districts. The township’s intentional master plan of following strict zoning rules, allocating outdoor breathing spaces and incorporating greeneries has resulted in a steadily progressive Garden City. With major roads, such as SLEX and Skyway, leading to Filinvest City, it has undoubtedly become a highly accessible CBD that is one’s next best move away from highly congested cities and where economic growth and personal success is inevitable.

The early years of Filinvest City were established with the opening of PEZA-accredited IT Park called Northgate Cyberzone and the shopping center, Festival Alabang. Both were touted as one of the biggest in their respective industries. Soon, large corporations and small businesses took notice of its great potential and market growth. It didn’t take long before more buildings were rising in the township and more residential enclaves were in demand albeit maintaining its green

and unhurried lifestyle. It is in Filinvest City that the pioneer for hotel-inspired hospital services is located; where one of the Philippines’ leading insurance company built its towering headquarters; where a famous mini al fresco mall featuring a variety of trendy and homegrown stores from restaurants, sports, schools, and wellness is found; where a road of premier auto companies have opened their head offices; and where a bike trail in the middle of the city is open to all. These are just to name a few of the key places that have shaped Filinvest City into what it is today. What’s more is that there is still much room left for further growth and innovation.

Today, we are proud to be part of a township that is brimming with stories about triumph, new beginnings and happy lives. The live, work, and play mantra is a standard for all real estate developers, but Filinvest City has victoriously shaped this ideal way of living as seen through its community and structures. **The Vibe** is one of our ways to share with everyone the diverse life that is found in the Metro South. Here, there is room for everyone, and possibilities are endless.

We look forward to sharing with you more stories that will inspire you to live your best life in a location that truly has it all but less the stress (i.e. traffic). Read on to meet new personalities and to know the latest in the neighborhood.

Enjoy!

### WE WOULD LOVE TO HEAR FROM YOU!

Share with us your comments and suggestions for our upcoming issue.

Send us a message on Facebook

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**PUBLISHER**  
JOSEPHINE GOTIANUN-YAP

**EXECUTIVE DIRECTOR**  
CATHERINE ILAGAN

**EDITOR-AT-LARGE**  
DON UBALDO

**CREATIVE EDITOR**  
RULA GONGORA

**MANAGING EDITOR**  
JUSTINE ABAD

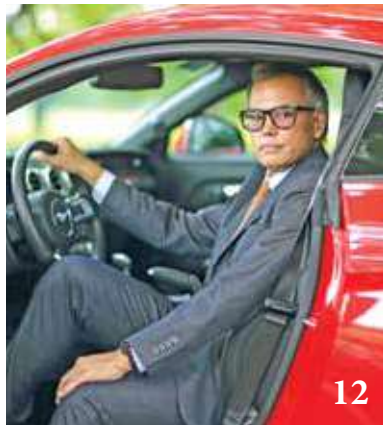
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Inspiring Possibilities

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# GROWTH AND PROGRESS



MANY MULTINATIONAL CORPORATIONS ARE HITCHING THEIR STAR TO FILINVEST CITY AS IT CONTINUES TO SOAR ON ITS UPWARD TRAJECTORY. AS A CITY ON THE RISE, IT HAS ESTABLISHED ITSELF AS A COMPETITIVE AND DYNAMIC ECONOMIC CAPITAL, KNOWN AS A MASTER-PLANNED COMMUNITY WITH IMPRESSIVE GREEN DESIGN.

**F**ilinvest City—as a model of modernity—is a fully integrated, self-contained urban development that supports and complements the local economy. With its world-class infrastructure, accessibility, and IT connectivity, this southern CBD is enticing investors and businessmen.

Among big businesses who have placed their trust in the CBD is Jonel Borromeo of Ford Alabang, who chose Metro South—specifically Filinvest City—to be the area of expansion for the Cebu-based Borromeo Group of Companies, the exclusive distributor of an American multinational automaker in the Philippines.

Another entrepreneur, Karla Zulueta, the co-founder of Aperitif, has also sought the “greener pastures” of the Metro South to expand her promising catering and “grazing” business. From her small operations in Makati, Karla has uprooted and found a more fitting abode in the South.

Borromeo and Zulueta are just two of the hundreds of entrepreneurs and corporations who are expanding their businesses in the South, and Filinvest City is sure to provide each and every one the space to grow.

Parkway Corporate Center—the 32-storey future-proof, premium grade office, located at the corner of Parkway and Corporate Avenues—is one of the newest buildings set to serve the corporations

that are seeking a new credible business address. With its 379 office spaces for sale and its accessibility—being located in Filinvest City—Parkway gives professionals and investors more reason to settle in the South and find success.

From corporate towers to office spaces, you’ll also see the influx of new brands and businesses filling up the malls like GO Sport and the G-Force Dance Center, which support the passions and active lifestyles of the southern community. In addition, new dining concepts are finding their ways into the lifestyle hubs with their appetizing dishes and cuisine, delighting the foodies of Alabang.

With the recently concluded Festival of Possibilities—the first-ever community fair of Filinvest City—it proved that it is the new and hottest events destination in the metro. The event not only brought the community together but also new fun and exciting opportunities to be discovered.

In this issue of **The Vibe**, we highlight all the reasons why Filinvest City is the new premier economic address in the South and how—whether it’s business, pleasure or leisure—it can fulfill all your expectations.

When you hold your business in Filinvest City, you’ll undoubtedly find greater success.

# FILINVEST CITY TOWNSHIP UPDATES

Filinvest City has cemented its position as a premier Garden CBD of Metro South with commanding land values reaching P300k/sq.m net as of June 2018, representing approximately

**23%**  
**YEAR-ON-YEAR  
GROWTH IN  
LAND VALUES**

development in Filinvest City has seen an uptick with almost 60 buildings completed or has commenced construction from 2012 to date.



## RESIDENTIAL

ACTUAL BUILD-UP AS OF DEC. 2017:

**240,000 SQ.M**

- TOTAL NO. OF UNITS: 3,860 units.  
From Studio to 5-bedroom units
- RECENTLY COMPLETED:  
Bristol at Parkway Place, Botanika Tower 1, and Studio City Tower 3
- SOON TO RISE: 66,000 sq.m\*  
1,700 units by 2021 (Studio City Tower 4, Studio City Tower 5, The Levels - Burbank Tower, and Southkey Place)



## TRAVEL AND CONNECTIVITY

South Station houses provincial and city buses and vans to bring commuters point to point in various areas of Manila and key provinces. The South Station, together with Spectrum Linear Park, has been equipped with 30 minutes free **Wi-Fi** daily with bandwidth of up to 100 mbps.

## MASTER-PLANNED COMMUNITY



AS A PREMIER  
RESIDENTIAL  
AND BUSINESS  
ADDRESS,  
FILINVEST CITY  
COMPLETED  
KEY PROJECTS  
AS OF DEC.  
2017:

- District Cooling System
- Spectrum Linear Park
- Filinvest City Events Grounds



## RETAIL

ACTUAL BUILD-UP AS OF DEC. 2017:

**530,000 SQ.M**

- RECENTLY COMPLETED:  
Festival Alabang Expansion
- SOON TO RISE: 10,000 sq.m\*

## GREENER CITY

Filinvest City prides itself as the first registered project in the Philippines under the U.S. Green Building Council's Leadership in Energy and Environmental Design v4 under the Neighborhood Development Plan. There are only two certified projects in the same category namely Japan with Platinum and Italy with Gold.



## OFFICES

NORTHGATE AND THE REST OF  
OFFICES IN FILINVEST CITY

ACTUAL BUILD-UP AS OF DEC. 2017:

**510,000 SQ.M**

CURRENT LEASE RATES:

**P780/ SQ.M**

- SOON TO RISE: 276,000 sq.m\*

## OTHERS

- FOR COMPLETION: FEU Alabang and Filinvest City Marian Chapel

\*In the next three (3) years

# FILINVEST CITY: BUILDING VALUES WITH ITS ENHANCED MASTER PLAN

EVERYTHING IS LOOKING UP FOR THE METRO SOUTH'S PREMIER CBD, FILINVEST CITY, WITH THE GREEN LIGHT GIVEN BY THE REPUBLIC OF THE PHILIPPINES TO ROLL OUT ITS ENHANCED MASTER PLAN.

➔ Filinvest City, a sprawling 244 hectares of land, has always been planned as a self-contained central business district, integrating residential spaces, business district, a leisure destination centered on Festival Alabang, education zones, and medical and wellness hub. "We wanted to ensure a future-proof city, thus we saw the need to carefully review and reassess the already impressive master plan of Filinvest City, utilizing best practices in urban planning," says Don Ubaldo, Vice President for Townships of Filinvest Alabang Inc., its developer. "We wanted a place that would be at par with the world's best, providing the best business advantages to businessmen and investors and a vibrant backdrop to everyone who chooses it to live, work, and play here."



ARTIST'S PERSPECTIVE OF FILINVEST CITY  
PROMENADE STREET



ARTIST'S PERSPECTIVE OF THE CREEKSIDE

## A BREATHING CITY

It was no accident that the first phase of the revised master plan is the enhancement of the open spaces to practical ones like parks. At the heart of this is the innovative green system that is literally a 'connector' of the whole community—a place for people to converge, and at the same time, links every part of the city to one another.

The first phase of this green system includes the completed Spectrum Linear Park that spans almost one kilometer with tree-lined, landscaped pathways, lighted seating areas, and stimulating outdoor art installations. The next development is the Central Park that will intersect along Promenade Avenue. This park will have an expansive lawn that would be open to all and would then branch out to pedestrian highways, bicycle lanes, and open-space public galleries. The hardscape and softscape design will be fully integrated to create a huge park.

"A city is, first, a community of people as it is really them who give heartbeat and soul to it. We want to anchor on that, thus the creation of functional linear parks where they can sit, enjoy, generally interact with one another, and also which pedestrians can use to move within the city by walking or by cycling through the bike lanes," shares Ubaldo.

“WE WANTED A PLACE THAT  
WOULD BE AT PAR WITH THE  
WORLD'S BEST.”

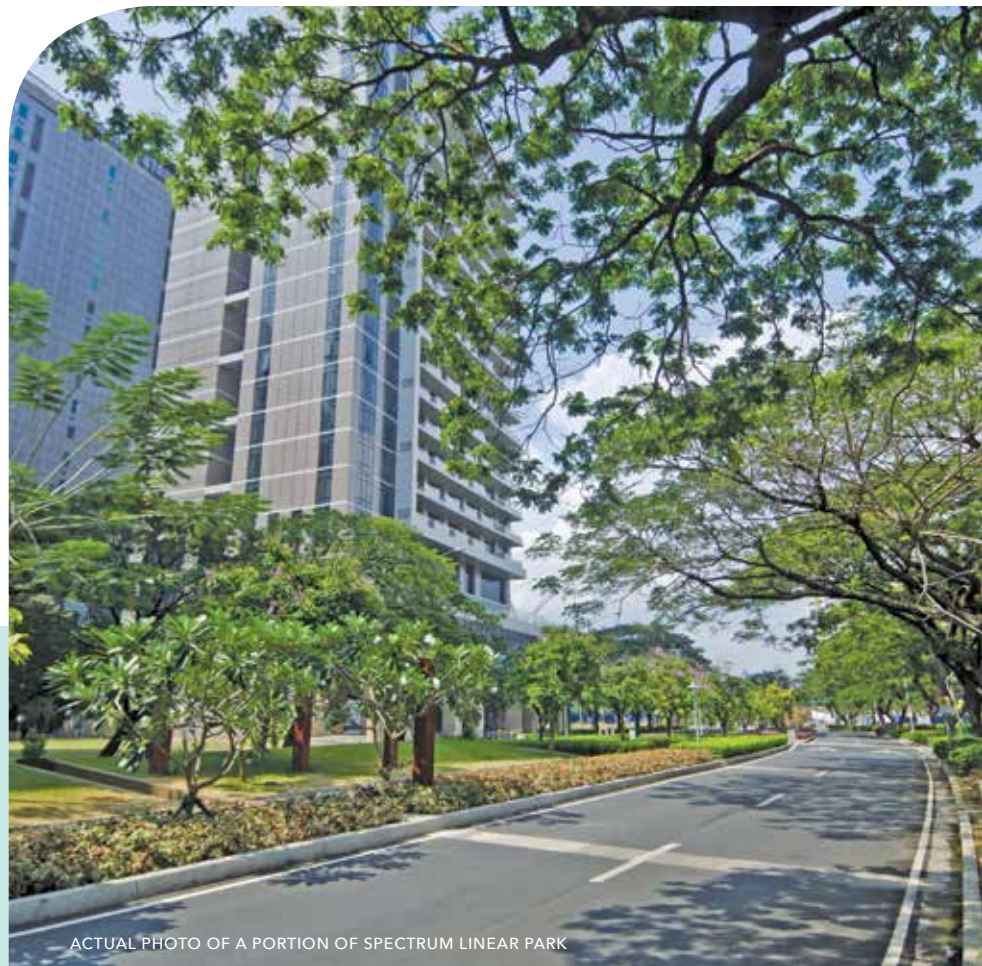


“A KEY PART OF A SUCCESSFUL URBAN PLAN IS ENSURING THE BUILT ENVIRONMENT IS DESIGNED WITH THE LIFESTYLE OF PEOPLE IN MIND.”

### THRIVING DISTRICTS

Filinvest City's master plan, its original, and the enhanced version, has always been separated into districts, with each district having its own character and is contributing to the completeness of the city. Its popular districts are the Spectrum District where high-rise offices and residential buildings are located; Northgate, which houses the premier IT-BPO Park, Northgate Cyberzone; the Civic Plaza, where hospitals and civic offices like the fire and police stations can be found; and the City Center, where the biggest regional mall Festival Alabang is.

“We have maintained the districts as we believe they are necessary, but enhanced their design in such a way that each exhibits the modern metropolis characteristic of Filinvest City, where all you need is just a few minutes away. Take Northgate for example. While it is known as the district for IT-BPO offices, you can find hotels and residential options in the area, as well as retail options for dining and shopping,” Ubaldo furthers.



ACTUAL PHOTO OF A PORTION OF SPECTRUM LINEAR PARK



PRESENT DURING THE RECENT APPROVAL AND SIGNING OF THE ENHANCED FILINVEST CITY MASTER PLAN: (L-R STANDING) ATTY. ELMA LEOGARDO (VICE PRESIDENT OF FILINVEST LAND INC. LEGAL DEPARTMENT), ATTY. EMELYNE TALABIS (DIRECTOR OF DENR LMB), MAJ. GEN. MARIO CHAN (HEAD EXECUTIVE ASSISTANT AND UNDERSECRETARY OF DENR), USEC. ANNALIZA TEH (UNDERSECRETARY OF DENR), ATTY. ERNESTO ADOBO JR. (UNDERSECRETARY OF DENR), AND MS. VENUS MEJIA (SENIOR VICE PRESIDENT, TREASURER AND DEPUTY CFO OF FLI). (L-R SEATED) MR. TRISTANEIL LAS MARIAS (SENIOR VICE PRESIDENT OF FLI), HON. GEN. ROY CIMATU, AFP-RET. (DENR SECRETARY), AND MS. CATHERINE ILAGAN (PRESIDENT AND COO OF FILINVEST ALABANG INC.)

### A SUSTAINABLE FUTURE IN THE SOUTH

Filinvest City's urban planning, after all, is about building a sustainable future. Eyeing the US Green Building Council's LEED Certification for Neighborhood Development Plan, Filinvest City will be the first in the country and third in the world to achieve such certification. “Having infrastructure that promotes wellness will eventually bring a high quality of life for the community. A key part of a successful urban plan is ensuring the built environment is designed with the lifestyle of people in mind,” says Ubaldo.

These refinements are part of a deliberate plan to ensure Filinvest City would be a model township; that businesses would grow alongside its progress; that every investor, every businessman, and every resident of the city enjoys a steady increased value of their assets. Right now, the city still has a lot of growth potential, and these enhancements would definitely boost it further.

LIVE

# Moving to a New Southern Base

FROM A PREMIER COMMUNITY THAT MANY HAVE FLOCKED TO BUILD THEIR HOMES, THE METRO SOUTH ALSO PRESENTS ITSELF AS A VIBRANT AND DYNAMIC HUB FOR BUSINESS.

**KARLA ZULUETA** SHARES HER STORY OF HOW HER FLEDGLING BRAND FOUND CONTINUED SUCCESS AND EXPANSION IN THE SOUTH.

“

literally came up with the idea for Aperitif, while nursing a wine hangover in 2016,” she admits with a laugh. That fateful evening, she remembers she and her friends talking about their futures and what businesses they should invest in. “I wasn’t a chef or an interior designer.

I just loved doing brands and entertaining people. I also happened to have a good eye and taste for good food.” Immediately the next morning, she created an Instagram account, posted a picture of the beautiful platter she had prepared for her friends the night before, and she was open for business.

Karla first started operations from her 100-sq.m two-bedroom condo in Makati. But with the influx of orders, her home soon became too small for her flourishing catering business. She then set her eyes on the South, where rental was more reasonable, space was more generous, and the right market was present—she discovered a place in Filinvest City.

From simply being a side-hustle and hobby, her business became the go-to supplier when hosts wanted to elevate their dining affairs.



*"I can't leave this place just yet, because I love the vibe and feel. I love entertaining my friends and loved ones here, and it really feels like a home."*



Karla and her sister Kim fine-tuned the concept of grazing tables—carefully curating cheese, cured meat, and fruits and styling them with artistic flair. They also introduced the Graze Box, which became an instant hit and which launched a slew of copycats.

The quaint, cozy Filinvest City neighborhood, surrounded by greens, and which is accessible to the Metro Skyway is perfect for her. The chic, modern design, the sleek modern interiors, and open layout of the home immediately charmed Karla. Getting her excited as well for the new home base, the space was also fitted with two impressive kitchens with a dumb waiter, a home office, and three bedroom suites. "I particularly loved the kitchen because it was huge! We could definitely envision growing our operations."

In addition to thinking about how their new home could help them achieve their dreams for Aperitif, "I chose this place, because I had always wanted to see how it was to live in the South. I had lived in Quezon City, Taguig, and Makati, and wanted to see what Metro South had to offer. I'm still young so I'm exploring what kind of home and environment I really want before investing in my own



(property and real estate)," shares the 29-year-old entrepreneur, who also manages with her boyfriend a resort in Bolinao.

For now, her southern home seems to be the perfect fit for this particular phase in her life. "I can't leave this place just yet, because I love the vibe and feel. I love entertaining my friends and loved ones here, and it really feels like a home."

## A LIFE WELL-LIVED: Filigree's Bristol at Parkway Place Opens its Doors to Residents

*A life well-lived—one of leisure, of style, and of comfort. These are but some of the attributes that Bristol at Parkway Place, an upscale condominium development by luxury real estate brand Filigree, take to heart. Enjoy these qualities and more as Bristol has started turning over units in the first half of 2018.*

➔ Situated at the corner of Parkway and Corporate Avenues, the 40-storey Bristol at Parkway Place is the tallest residential building in Filinvest City, allowing for breathtaking skyline views and beyond. With a location like no other, Bristol is nestled in the most upscale and accessible part of this garden CBD. A short drive away is the exclusive Palms Country Club and the Festival Alabang where one can find a wide array of shopping and leisure options. Of course, Bristol enjoys easy access being in Filinvest City with its proximity to major thoroughfares such as South Luzon Expressway (SLEX), Metro Skyway, and Alabang-Zapote Road.



ACTUAL PHOTO: BRISTOL AT PARKWAY PLACE'S CHIC LOBBY PROVIDES A WARM WELCOME TO RESIDENT'S GUESTS.

ACTUAL PHOTO: 40-STOREY BRISTOL AT PARKWAY PLACE IS THE HIGHEST RESIDENTIAL TOWER IN FILINVEST CITY.



*"Homeowners in the Metro South are now embracing the condo lifestyle and the luxury and modern conveniences it brings."*



ACTUAL PHOTO: BRISTOL AT PARKWAY PLACE'S LIBRARY PROVIDES UTMOST CONVENIENCE TO RESIDENTS WHO WANT TO GET SOME WORK DONE.



ACTUAL PHOTO: SPACIOUS MASTER BEDROOM AT BRISTOL AT PARKWAY PLACE'S TWO-BEDROOM UNIT

Exceptional standard of living is synonymous to Bristol with its offering of one-, two-, and three-bedrooms—from 53 square meters to as large as 168 square meters—all right-sized and beautifully designed. Each unit comes with a balcony and utilizes top-of-the-line fixtures with superb craftsmanship that speak of distinction and attention to detail—hallmarks of every Filigree development.

And for a truly luxuriant lifestyle, Bristol at Parkway Place is endowed with fine amenities. There's the exclusive library, which is a quiet nook where one can catch up on reading or, for students to do homework without distraction. For intimate parties, get-togethers, or for business-related meetings, let the Function Room be the ideal venue, where one can be the most gracious of hosts. Only an elevator ride away is the Media Center, where one can catch a movie or two with friends.

For health and fitness needs, look no further than the Fitness Center, equipped with state-of-the-art gym facilities alongside the inviting swimming and kiddie pools and the landscaped pool deck.

At the ground floor of Bristol's podium level, a vibrant retail plaza—with only the finest boutiques and the most delectable specialty restaurants—will be made available for its residents' private retail therapy and relaxed, sumptuous dining. Meanwhile, the privately gated circular driveway warmly welcomes homeowners in as they head to the grand, hotel-like reception lobby.

As Bristol at Parkway Place reached the ready for occupancy status, its investment value has progressively improved. Unit values have steadily increased owing to

Filinvest City's growth trajectory, providing early investors excellent returns of up to 30 percent. Bristol's competitive price, though, is just one of the many attributes that attract buyers.

"Homeowners in the Metro South are now embracing the condo lifestyle and the luxury and modern conveniences it brings," says Kate Ilagan, Filigree Head. "No doubt, Bristol at Parkway Place is fast-becoming the top-of-mind choice for those seeking only the finest and most valuable in upscale, high-rise residential projects."



ACTUAL PHOTO: MEDIA ROOM AT BRISTOL AT PARKWAY PLACE HAS A MODERN, COZY DESIGN.

To learn more about **Bristol at Parkway Place**, visit [www.bristol.com.ph](http://www.bristol.com.ph) or call **(02) 809-6517**.

# EATS

## WORLD OF FLAVOR

TAKE A TRIP AROUND THE WORLD THROUGH DELICIOUS BITES THAT CAPTURE THE WONDERFUL FLAVORS UNIQUE TO A CULTURE, COUNTRY, AND CUISINE. FROM DELECTABLE TAPAS FRIAS AND PAELLAS THAT BRIM WITH COMPLEX FLAVORS TO SOOTHING RAMEN THAT THOROUGHLY WARM THE SOUL AND MORE, DISCOVER A WHOLE NEW WORLD TO EXCITE YOUR PALATE IN FILINVEST CITY.



Paella Filipino



Paella Negra



Chorizo Fritos



### Alba

## RESTAURANTE ESPAÑOL

With its regional specialties, centuries-old traditions, and Middle-Eastern influences, Spanish cuisine is rich and complex, and truly memorable. And it's clearly identifiable with just one bite, thanks to its masterful use of ingredients that bring about a symphony of flavor.

Alba, a Philippine icon which dates back to 1952, captures the authentic flavors of Spain with its wide menu of offerings. The first pick when dining here should always be the *cochinillo asado*. With its mouthwatering crackling skin and tender meat, this roasted pig will have you coming back for more than just a few bites—or even plates! The tapas and paellas—of which there are many—are also must-tries for first timers, best enjoyed with a cold *cerveza* or your choice of *vino*. If you want to try a bit of everything, its buffet rates are well worth every penny.

Westgate Center

South Pub Burger



### South Pub

## CHEERS AND BEERS

For those who've lived in the South, they probably heard of the favorite neighborhood hangouts of the past decades such as Fat Tuesdays and the like. But these have since closed their doors, leaving a hole in the heart of casual drinkers. South Pub swoops in to save the day, becoming the place where you can enjoy good conversation, great grub, and ice-cold beer.

Opened last year, the popular establishment serves an array of spirits and beers on tap. "We just wanted to create a place where you can enjoy a cold drink after a hard day's work and be with friends and family. No frills, no gimmicks. Just good food and drinks," shares head chef and one of its managing partners, Jinggoy Fernando.



Nachos

**The Allison:**  
Grilled Cheese Sandwich  
Stuffed with Sisig



With its clean, masculine interiors, and tabletop games, it has become a fun retreat for the men and women of the South, especially for those working in Filinvest City. The men love the wide range of local brews and international faves, while the women have their selection of bubblys such as the white and red sangrias, a must-try for first timers. The White Sangria, a bestseller, is sweet and light, and refreshing, made from rum, chardonnay, apple juice, and basil.

As you drink, dine on heavy hitting appetizers or “*pulutan*” like the Corned Crispy *Pata*, *Sisig*, Beef and Mushroom *Salpicao* and the overloaded Nachos, which uses flour tortillas instead of corn for a crispier bite! Find as well the famed “Allison” which is a grilled cheese sandwich stuffed with savory *sisig* and served with a side of tomato soup. Whether heading out for a weekend dinner with family or an after-hours rendezvous with friends, South Pub’s menu offers satiating bites of comfort food.



White Sangria

2nd Floor Commercenter



## Sigekiya Ramen + Tsukemen RAMEN FOR THE SOUL

Nothing warms the soul than a soothing bowl of ramen. At Sigekiya Ramen, find not only a bowl that awakens your tastebuds, but a true dish which invigorates the soul. The bowls are prepared individually and only the Ramen master knows the secret to the flavorful broth. Not even the servers are privy to the ingredients used to make this umami-laden dish.

The ramen, they say, is a special recipe, made from a broth slow cooked for hours with bones and spices, creating that rich and flavorful depth. The best-selling ramens on the menu include the signature Sigekiya Ramen, topped with *cha siu* (pork), and the Tsukemen, a dipping ramen served with steaming hot soup. For those who like a little heat and spice, they can prepare your bowl according to your preferred spice level.

But along with the warm bowls, don’t forget to order other delicious bites such as the meaty Gyoza, Okonomiyaki (a traditional Japanese pancake), and the family favorite, Ebi Tempura. No need to travel to the Land of the Rising Sun, when you can enjoy the authentic flavors right here in Filinvest City, the ultimate foodie spot of Metro South.

1st Floor Commercenter



Sigekiya Ramen and Gyoza



Tsukemen and Ebi Tempura



66

THE BIGGEST SELLING FACTOR FOR US WAS THE LOCATION. IT'S EASILY ACCESSIBLE, AND WE'RE SITUATED RIGHT BY THE SKYWAY EXIT, WHICH MAKES IT EASY FOR CUSTOMERS TO GO IN AND OUT OF THE CITY.

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# THE NEW FRONTIER FOR FORD

GLOBAL AUTOMOTIVE LEADERS HAVE FOUND A NEW HOME IN THE FLOURISHING CAPITAL OF THE METRO SOUTH, FILINVEST CITY. LOCATED ALONG THE ALABANG-ZAPOTE ROAD—THE “AUTOHUB OF THE SOUTH”—FORD AND OTHER PREMIER AUTOMOTIVE BRANDS HAVE DISCOVERED THE PERFECT ADDRESS TO GROW THEIR BUSINESSES.



“WHILE WE COULD HAVE MOVED ANYWHERE, FILINVEST CITY WAS REALLY OUR FIRST CHOICE AND OUR ONLY CHOICE.”

Metro South's high net worth captured market can conveniently choose the vehicle of their choice from the array of car dealers located in Filinvest City. With the car strip's highly strategic location, Ford is one of the brands that will not be missed out. Its gleaming floors, open layout, and floor-to-ceiling windows—that allow natural light to flood the impressive facility—mirrors the invigorating setting of the designed Garden City.

“The expansive greens, the open spaces, the thoughtful design of the master-planned city drew us to take root here,” says Jonel Borrromeo, the Chief Planning Officer of Dearborn Motors in Alabang and a Director of the Borrromeo Group of Companies, which is one of the exclusive dealers for the American multinational automaker in the Philippines. “When it was first built on November 15, 2014, this showroom was, in fact, the largest in the whole of Asia Pacific.”

## THE SOUTHERN EXPANSION

Initially based in Cebu, Ford soon wanted to expand its reach into the Metro South and establish the first Ford showroom in Alabang in December 2000 near Las Piñas. However, when the contract for that had expired, Borrromeo set his sights on looking for a more permanent home.

“While we could have moved anywhere, Filinvest City was really our first choice and our only choice,” he reveals. So when the opportunity presented itself to set up the new headquarters at the garden business district, they immediately latched on and approved the plan to stay in Metro South. They had wanted to be where their market was, and Filinvest City was where they could find exactly that.

Currently, the new showroom serves as the home base for 200 employees and 40 display cars—from the latest Ford SUVs to pick-up trucks, hot rods and such. And one can see at the far end of the showroom, the line of sold vehicles ready to be rolled out, testament to Ford's strong foothold in the South.

“The biggest selling factor for us was the location,” explains Borrromeo of why they preferred to stay in Filinvest City. “It's easily accessible, and we're situated right by the Skyway exit, which makes it easy for customers to go in and out of the city. From here to Makati, it's just a short ride of a few minutes,” he says.





“THE EXPANSIVE GREENS, THE OPEN SPACES, THE THOUGHTFUL DESIGN OF THE MASTER-PLANNED CITY DREW US TO TAKE ROOT HERE.”



## BOOMING BUSINESS

“In the past, it was hard to buy a car, but now—with the middle class gaining greater buying power—anyone who has a job can own their very own Ford. And we’re ready to assist them in that regard,” says Borrromeo. “Here in the South, there’s such a dynamic community and market. And we’ve seen our customers getting younger.”

The good captured market in Alabang—from residents, executives of multinational companies to rising entrepreneurs—has also provided opportunities for Ford to perform and steadily increase its sales.

“I think what makes us competitive is that our customer service is really topnotch,” shares Borrromeo. “Our relationship with the customer doesn’t end with the purchase; it continues years after through our after-sales service. To support this, we have our own call centers to assist customer needs nationwide. We differentiate ourselves from the rest through our excellent customer service and that is something that the discriminating market of the Metro South values.”

## OUT AND ABOUT

As a lead executive in the Group, Borrromeo sees himself flying in and out from Manila and Cebu, where his home base is. But the constant movement doesn’t bother him, and he, in fact, enjoys coming back to the flourishing South, especially with its green expansive spaces and invigorating environment, which makes it a respite from the noisy Metro Manila.

As an avid athlete, who has taken on numerous Ironman events, Borrromeo appreciates the green, healthy, active lifestyle that Filinvest City promotes.

“Filinvest City is an ideal location for all, whether you’re a businessman, family man, or professional. It gives you everything you would expect in a modern city—world-class facilities, thoughtful design, and master planning. And it can support all your goals—from personal to your professional,” he ends.



## YOUR NEW PREMIER BUSINESS ADDRESS IN THE METRO SOUTH

**P**arkway Corporate Center offers you the ideal business address. The 32-storey future-proof, premium grade office is located at the corner of Parkway and Corporate Avenues in Filinvest City, just a short drive from key establishments such as Festival Alabang, Asian Hospital & Medical Center, Westgate, The Palms Country Club, Crimson Hotel Alabang and other retail and wellness hubs. Accessible via major roads and thoroughfares, Parkway gives professionals greater ease and mobility, making it a choice office address.

### FUTURE-READY DESIGN

With H1 Architecture, one of the top architectural firms in the Philippines at the helm, Parkway was designed as a green building, committed to environmentally responsible and resource-efficient operations.

The building's façade makes use of a double-glazed curtain wall with low e-coating, which refracts UV rays regulating unit temperature, making it more energy efficient. Not surprisingly, Parkway is pursuing its US Green Building Council's Leadership in Energy and Environmental Designs (LEED) certification, the international standard which recognizes green developments around the world.



### THE CENTER FOR BUSINESS

Parkway is the most recent tower to rise in Filinvest City with 379 office units available for sale. Choose expandable office units—from 36 to 250 sq.m—for your company's requirements. In addition, Parkway boasts six-high speed elevators, a centralized garbage disposal, VRF air-conditioning system, an automatic fire sprinkler system, and a back-up generator. Maximizing your office operations, Parkway uses a fiber optic backbone to ensure continuous and seamless internet service.

For the benefit of its tenants, executives, employees and guests, Parkway was designed with common balconies, a business center, and a podium deck, creating an invigorating environment for work. The modern building also boasts a retail plaza on the ground floor, eight parking levels, and a grand lobby that sets the tone of professionalism within the workplace.

### SUCCESS IN THE SOUTH

At Parkway, discover not only the ideal business address that lends credibility, stability, and professionalism to your corporate image but a sense of community. As a tenant of Parkway, you instantly become part of the dynamic economy of the bustling Metro South and Filinvest City.

With your new business address at the Parkway Corporate Center, at the heart of Filinvest City, you, too, can be part of the greater progress. Move your business in this community.

# MOVE IT!

AS THE WELL-KNOWN GARDEN CITY OF THE SOUTH, FILINVEST CITY BECOMES AN INVIGORATING DESTINATION WITH ITS GREAT EXPANSE OF GREENS AND OPEN SPACES WHICH ENCOURAGE THE ACTIVE COMMUNITY OF THE METRO TO GET UP AND GO!

The CBD is also known to support all the healthy, active lifestyles of its residents and guests with designated parks, gardens, and pedestrian walks. In addition, throughout the year, the city hosts numerous events and activities that tap into the community's want for play and competition. If you're one of those who enjoy to sweat it out and who enjoy getting your heart racing, head over to Festival Alabang and check out these new places just for you.



## BUST A GROOVE G-FORCE DANCE CENTER

G-Force Dance Center Alabang is the home of celebrity choreographers and performers, so you're sure to be in good company. Hit the beat and learn their moves, while having fun.

The G-Force Dance Center welcomes performers of all ages and levels, and even those who are still exploring their curiosity on the dance floor. With a focus on street dance, Hip Hop and KPop, the Dance Center brings together nifty footwork and impressive pop-and-lock moves. You can avail of the workshops, which include a recital, or strut into class as a walk in.

G-Force Dance Center aims to build a stronger dance community in the South, so let down your hair and bust it out on the dance floor with the G-Force crew.

## READY, GET SET, GO! GO SPORT

GO Sport, one of the largest sports retail chains in Europe, is finally here and it opens its doors at Festival Alabang, the first in the country. Consistent to its decades-old principles of offering true specialization and a unique and relevant shopping experience, GO Sport prides itself in its sprawling store space, wide-ranging stock, expert personnel, and its various in-store features that are previously unseen elsewhere.

Find everything you need to support your sports-centered passions—from golf clubs, hiking shoes, top-of-the-line mountain bikes and more! With its arrival, Filipino sports enthusiasts of all stripes and shapes will now get to enjoy boundless access to all the best athletic brands housed under one roof.



# OPTIMIZING PRODUCTIVITY

Discover why professionals are choosing Filinvest City to build and grow their careers.



Filinvest City is the fastest gateway to the South. Where work-life balance is at its best, where nature and urban life is energized. Fresh air abounds that relaxes my spirit and mind within a complex business atmosphere. A complete well-planned community near to malls, school, hotels, hospital, and workplace with weekend family events that nurture family bonding.

**Augusto Enrico Cortes Jr.**  
Sr. Staff Engineer, Quality Assurance  
Infineon Technologies Phils. Inc.



What I like most in working at Filinvest City is its accessibility to nearby provinces, especially that I live in the South. It provides an avenue for young professionals like me to pursue one's career and aspirations in life without compromising one's time and health since its location is an hour away from several places.

**Monick C. Parayno**  
Sales Engineer  
Infratex Environmental Services Inc.



With the congestion in Metro Manila, I prefer to work in a place nearby and where everything is convenient and accessible. That's what I like about Filinvest City, it has a wide variety of establishments that make my life easier. I no longer need to go out of the vicinity after work just to go for groceries, shopping, dining, movies etc.

**Odelle Mendoza**  
Manager for Operations  
from an International Bank in Filinvest City



Practicing work-life balance keeps me sane. Working in Filinvest City allows me to do just that as I put on my trainers after my shift and run around the tracks or trails without worrying about my safety nor putting my health at risk because of the cleanliness maintained in the area.

**Jessica Marion C. Tomagan RN**  
Fundus Photograph Reader  
Asian Eye Institute



Filinvest City being a less stressful environment made me stay with my current organization for four years now and still counting. I really love the peaceful environment here, and I also enjoy the accessibility of malls, parks, restaurants, and bars from my workplace. This place feels like my second home.

**Erika Mabolo**  
Manager for Operations  
from an International Bank in Filinvest City



Filinvest City is the perfect workplace for me because of its proximity from my home in Laguna. After work and during my day off, I bring my family to the malls and other commercial establishments without the hassle of traffic, and for its fresh air and safe environment.

**Lloyd S. Castellort**  
Front Office Manager  
Acacia Hotels Manila



The best thing about Filinvest City is that it can never get very congested (vs. other highly urbanized locales in Metro Manila). When I drive, I can still get to my meetings on time. And we're very accessible from everywhere!

**James Michael Chiong**  
Marketing Manager  
TeamAsia

# FILINVEST CITY FESTIVAL of Possibilities

*Coming together in Music and Play*

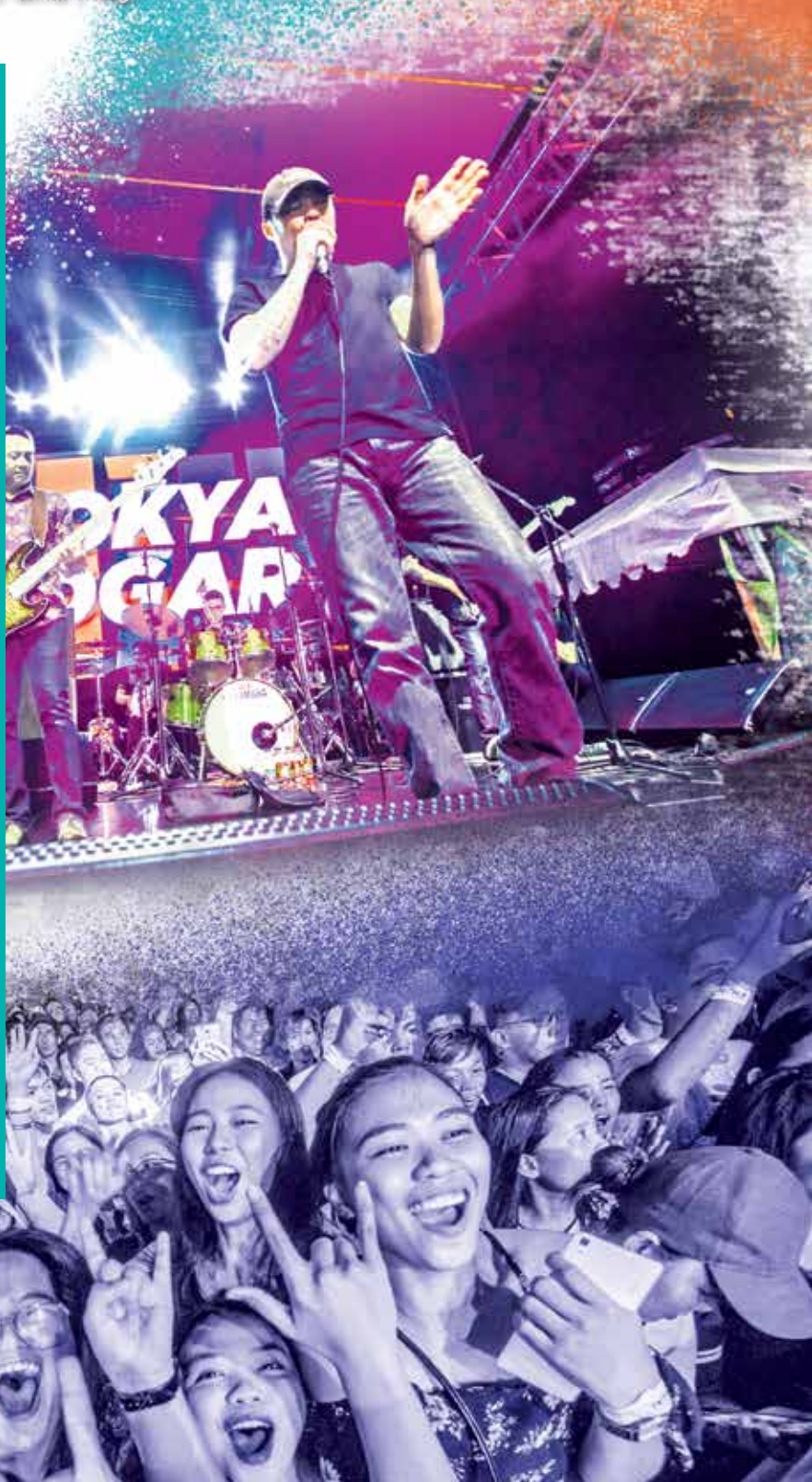
TO GIVE BACK TO ITS LOCATORS AND PATRONS, FILINVEST CITY BRINGS TOGETHER THE COMMUNITY AND OFFERS THEM THE OPPORTUNITY TO PLAY AND CELEBRATE THE CBD MILESTONES THROUGH ONE OF THE BIGGEST EVENTS IN THE METRO SOUTH, THE FESTIVAL OF POSSIBILITIES.

**F**ilinvest City, as a master-planned community, was never built to simply be a new economic capital or just an expansion of residential neighborhoods in the South. It was envisioned to be a true and complete community where people could discover and live a better way of life—one that considered the values and desires of its dwellers. Filinvest City is envisioned to be a place where people can live, work, play, and thrive!

## BLOSSOMING CAPITAL

In the last half decade, we've seen how this part of the metro has been transformed from a barren land to a dynamic, vibrant CBD. It has bloomed to become the Premier Garden City of the South, and is continuing to grow with the influx of local and international companies taking root in the metro.

Along with the flourish of business, Filinvest City is seeing a boom in commercial establishments, offering residents and guests a retreat for fun and relaxation. Festival Alabang—with its recent expansion and renovation—and Westgate Center have become new favorite haunts for families, friends, and colleagues with their exciting dining concepts and retail options. In addition to the





lifestyle malls, parks and gardens like the Spectrum Linear Park are offering families and the athletic community new grounds to play and enjoy the outdoors.

With all the milestones reached and with the city gradually growing and expanding, year after year, it is only fitting to give back to the community that has helped Filinvest City bloom into what it is now.

## FROM POSSIBILITY TO REALITY

As a means to thank and give back to the community, Filinvest City hosted the Festival of Possibilities last June 8, which was conceptualized to further bring people of the South together and allow them to simply relax and enjoy the best of the Southern life.

Much like a town fiesta, the Festival of Possibilities was filled with exciting activities and food that delighted the fun-loving *Pinoys* and even expats in the city. From board games to inflatables, game booths, and an amazing concert line-up that pulled in “oldies but goodies” artists to pop culture bands—the event aimed to please people of all ages.

Headlining the evening concert were indie artists Ben&Ben, Autotelic and Wicked Adobo. The crowds went wild when iconic rock bands Parokya ni Edgar and Franco took the stage with their amazing sets.

The Filinvest City Events Grounds became the perfect venue for the Festival of Possibilities as the three-hectare accommodated over 8,000 guests. In previous years, the Events Grounds was home to the biggest international festivals like Wanderland Music and Art Festival, the Metro Manila Film Festival 2017 Grand Parade, the Toyota Music Festival and many others. It's the preferred destination to host such grand activities as it's highly accessible via Skyway, SLEX, and Alabang-Zapote Road, and is located nearby hotels like Crimson Hotel and malls like Festival Alabang.





On top of this, the Events Grounds gives both guests and organizers confidence as it is equipped with its own estate management and emergency response team to ensure safety and orderliness of events.

The town-wide fair also allowed residents, employees in Northgate Cyberzone, the Metro South's premier IT BPO park, and patrons from neighboring locales of Parañaque, Las Piñas, Laguna, and Cavite to come together.

"Even if it rained, spirits were not the least dampened as the entire community came out full force to have fun and play at the Festival of Possibilities," says Filinvest Alabang, Inc. Vice President for Townships Don Ubaldo. "This is just the beginning to a more dynamic and inclusive Filinvest City community. In the years to come, patrons and locators can expect more events of this kind to celebrate city milestones, spark engagement, and of course, give back to the community."

Without a doubt, the first-ever Festival of Possibilities reinforces Filinvest City as the perfect destination that allows for so many possibilities—from music to fun outdoor activities, and much, much more!



To know more about Filinvest City and its future events, visit Filinvest City's official Facebook page [f FilinvestCityOFFICIAL](#)



## BRAWN + GRIT

It was a test of strength and stamina at the Spartan Race PH, held last July 21-22, at the Filinvest City Events Grounds. Thousands of participants headed to the challenging terrain of Muntinlupa City to take on the first-ever Obstacle Challenge Tour in Asia.

The Challenge Tour is a grueling course that spans 1.5km, plotted with different stations aimed to push the limits of the participants' physicality. Each station also features two obstacles, each representing the Spring, Super, and Beast races.

The first station, Sprint, had the 7ft wall and Monkey Bars; the second station, Super, had the Olympus and Rope Climb; and the third station, Beast, had the Multi-Rig and Twister. Despite the inclement weather, an approximate total of 4,500 participants braved the rain to conquer not only the signature Spartan obstacles, but also their fears to join the Spartan Race.



## PARTY ON

To introduce its newest 2019 Toyota Vios and to commemorate the newly opened assembly plant in Laguna, Toyota brought the Metro South community together through the Toyota Music Fest held last July 28 at the Filinvest City Events Grounds.

The grand green expanse was transformed into an amazing stage and venue, wherein over a thousand music fans and festival-goers came to party. The concert was headlined by music icons like Ely Buendia, Parokya ni Edgar, and Rivermaya, as well as featured sets from beloved bands like Cueshe, 6Cyclemind, and Callalily. The festival also brought on stage some of the country's up and coming performers like IV of Spades, Ben&Ben, The Ransom Collective, and December Avenue, among others.



## A DAY AT THE RACES

It was a day akin to being on the set of *Fast and the Furious* as the second race of the Toyota Vios Cup Season 5 fired up the race track at the Manila South Circuit in Filinvest, Alabang.

Held July 28-29, the race gathered a dynamic mix of new and seasoned drivers, including celebrity guests Sam Milby, Diego Loyzaga, Sofia Andres, and Chie Filomeno. Winners from last season's race, Japanese-Brazilian model Fabio Ide and actor Troy Montero, also took part in the new exciting route, which covered a 1.74km stretch—a non-permanent race track—that traverses Commerce Avenue, Promenade Street, ASEAN Drive, and Parkway Avenue. It was a day of pure adrenaline as the 52 racers tested their skills and focus on the road.





## TESTING THE LIMITS AT FILINVEST CITY'S SUCCESSFUL 6TH ENDURANCE WEEKEND

Filinvest City's 6th Endurance Weekend proved to be the ultimate test of human strength and will with more than 200 participants riding through challenging yet exciting sets of MTB bike courses in Filinvest City.



Endurance Weekend was indeed the ultimate biking challenge in the Metro South as celebrities and notable mountain bikers coming from all over the metro gathered together to experience the thrilling MTB bike courses of Filinvest City.

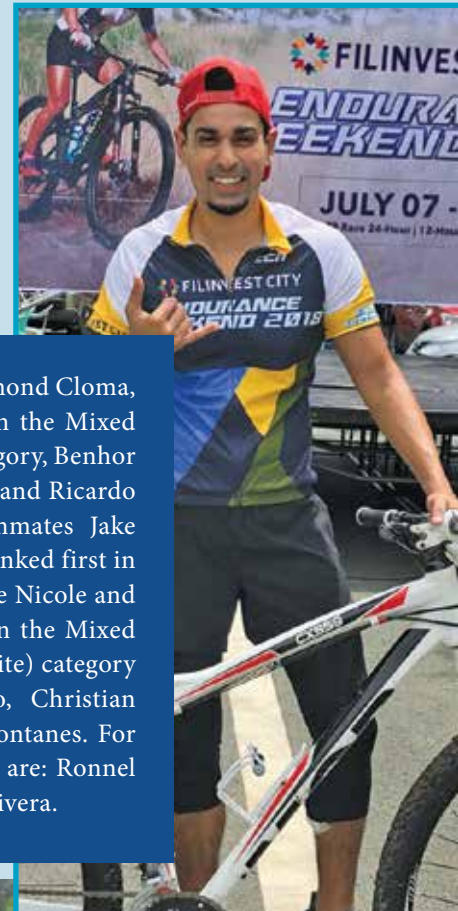
No doubt that this event proved that Filinvest City is a true bike-friendly CBD, with pioneering two-kilometer bike lane integrated into the expansive sidewalks at the newly completed Spectrum Linear Park, a feature that is not commonly found in CBDs in the country. To continue with its vision of being a green city that is conducive to health and wellness, more exciting and fun sports events will be continually hosted in the next years.

“The success of the 6th Endurance Weekend reinforces Filinvest City as a perfect location to host sports events with its expansive road networks and exciting bike trails,” said Filinvest City Vice President for Townships Don Ubaldo.

Bikers were able to choose from a category of 24-hour Solo (Elite), 24-hour Team, 12-hour Solo (Elite), 12-hour Solo (Age), 12-hour Team, 6-hour Solo (Elite), and 6-hour Solo (Age)—all of which aimed at pushing mountain bikers to their limits and maximum potential.

Archie Duran and Whreachelle Cordova ranked first in the 24-hour Solo (Elite) category, while Mark John Lexer Galledo and Avegail Rambaon bested other participants to win the 12-hour Solo (Elite) category. For the 24-hour Team (Male) category, teammates Aldrin Pajo, Roderic Calla, and Marven Aleonar won first place,

“THE SUCCESS OF THE 6TH ENDURANCE WEEKEND REINFORCES FILINVEST CITY AS A PERFECT LOCATION TO HOST SPORTS EVENTS WITH ITS EXPANSIVE ROAD NETWORKS AND EXCITING BIKE TRAILS.”



while teammates Jeffrey Pancipane, Raymond Cloma, and Cristy Pineda emerged victorious in the Mixed category. For the 12-hour Solo (Age) category, Benhor Papica, Angelo Olaguera, Alma Matuba, and Ricardo Alibangbang bagged first places. Teammates Jake Aldrin and Jericho Rivera, meanwhile, ranked first in the 12-Hour Team (Male) category, while Nicole and Eusebio Quinones snatched first place in the Mixed category. Winners of the 6-hour Solo (Elite) category are: Jason Banate, Ariana Dormitorio, Christian Michael Yatco, and Lwahna Mavecka Montanes. For the 6-hour Solo (Age) category, winners are: Ronnel Librado, Carolyn Castillo, and Alfredo Rivera.



# CITY NEWS



## FCCFI & ERDA CONGRATULATE ITS NEW SCHOLARS

The Filinvest Corporate City Foundation, Inc. (FCCFI) partnered with the Educational Research and Development Assistance (ERDA) Foundation, Inc. to provide scholarship grants to several residents of Muntinlupa.

Last school year (2017-2018), a total of 151 beneficiaries graduated—85 elementary, 44 junior high school, 16 senior high school, and 6 college students.

The FCCFI would like to congratulate the following graduates for their great accomplishments: Domingo Coralde Jr. (BS Education, major in MAPEH), Lea Kibasen (BS Accountancy), John Rey Palacio (BSBA Major in Marketing), Princess Mae Paladin (BSBA Major in Computer Application), Gilmar Pedrablanca (AB Political Science), and Dennis Tanamor (BSBA).

The establishment of the foundation is supported by a provision in the Joint Venture Agreement (JVA) between Filinvest Development Corporation (FDC) and Philippine Reclamation Authority (PRA), which states that “To address social issues of special concern to the Government, the Developer shall set up a foundation which will provide funds for various socially oriented projects of the municipality of Muntinlupa and the National Government.”

## FLAG HOISTING

Filinvest and its subsidiaries gathered with the representatives of Pronove Tai and the National Historical Commission to witness the hoisting of the Philippine flag in Filinvest City.

The event aligns with the city’s Salute to a Clean Flag advocacy, which encourages the prominent display of the Philippine Flag across the country.

Catherine Ilagan, Filinvest Alabang Inc. President and Chief Operating Officer, shares, “We hope that seeing the Philippine flag waving proudly will awaken our sense of pride and patriotism, and give us a deeper appreciation of what it stands for. Let us remember the steep price that our heroes paid to give us the independence that we enjoy today. All throughout the year, let us give our flag the honor and reverence it deserves. May it inspire us to become more responsible and patriotic as we do our share to make our country a better place for all of us and the generations to come.”



## THE LANDMARK RECEIVES THE GOLD AWARD FROM SHOP! AWARDS

Shop!, the global trade association dedicated to enhancing retail environments, recently awarded The Landmark in Filinvest City, Alabang, with a Gold standing in the Supermarket/ Grocery Story category. Through the Shop! Awards Competition, the association recognizes the best new retail designs in the industry.

The Landmark was given the recognition as it is the first mall to use entirely 3,000 LED products. This initiative—aptly called The Lighting Practice (TLP)—has been a part

of 10 Landmark projects since 2007, and is led by Hugh Boyd Architects in New Jersey.

Details in the new The Landmark were particularly important, and TLP addressed these design challenges during the design and construction process. “Due to the language barrier and time difference, we had to make sure we were as clear as possible in our drawings to ensure our designs were to be executed as we had intended,” said Ryan Conover, who designed the lighting system for The Landmark with Michael Barber.

“We coordinated mock-ups through the architect, which we would review and provide feedback on internally.” All lighting products were then sourced locally in Asia.





\*ARTIST'S PERSPECTIVE

# OWN A PREMIER ADDRESS

AT THE CENTRAL BUSINESS DISTRICT  
OF THE SOUTH

## TURNOVER STARTS THIS Q4

Mark the start of your business  
growth at Parkway Corporate Center.  
Elegantly designed, strategically located in South  
Manila's garden central business district, Filinvest City.

### **Your Successful Move**

For inquiries, call 809-6517 or  
visit [parkwaycorporate.com](http://parkwaycorporate.com)  
HLURB LS No. 030762



**PARKWAY**  
CORPORATE CENTER  
FILINVEST CITY, ALABANG



# Bristol

AT PARKWAY PLACE

Filinvest City, Alabang

Actual Shot of Bristol Building

## A LIFE WELL-LIVED AT BRISTOL

Conveniently located at the corner of Parkway and Corporate Avenues, Bristol at Parkway Place lets you enjoy an elevated lifestyle in the most upscale part of Filinvest City, Alabang.

Now ready for turnover, experience a life of comfort, style and leisure right at the center of everything.

Discover more by visiting [www.bristol.com.ph](http://www.bristol.com.ph) or [www.facebook.com/BristolOfficial](https://www.facebook.com/BristolOfficial)



FILIGREE