

**Speech of
JOSE MARIA M. ATIENZA**

CEREMONIAL TURNOVER OF CAMPI PRESIDENCY

January 27, 2026/ 11:00 am

Grand Hyatt Manila BGC

- 1) The Honorable Mark Steven Pastor, Undersecretary for Road Transport and Infrastructure - Department of Transportation (DOTr);
- 2) The Honorable Ramon Reyes, DOTr Undersecretary for Road Transport and Non-Infrastructure;
- 3) Director Carlo Bala, DOTr Office for Transportation Security;
- 4) Assistant Secretary Markus Lacanilao, Land Transportation Office;
- 5) District Collector Geoffrey De Vera, Bureau of Customs – Manila International Container Port;
- 6) Other Government Officials and Guests,
- 7) Industry Partners;
- 8) Media Friends;
- 9) Ladies & Gentlemen.

Isang magandang umaga po sa inyong lahat.

On behalf of the members of CAMPI, I would like to first express our sincere appreciation to the past CAMPI leaders for the combined three decades of leadership, strategic advocacy and industry development - - their efforts have shaped CAMPI into the leading automotive industry association in the country.

To the outgoing president, Atty. Rommel Gutierrez, I say **thank you for a job well done**. Rommel has selflessly dedicated the better part of 14 years, in service of CAMPI and the Auto Industry. His steady leadership guided the group through both tough times and unprecedented market growth. Let's please give him a warm round of applause.

As you know, the CAMPI Board of Trustees elected Toyota Motor Philippines for the position of President again this year. And as the company's representative, I am entrusted with this great responsibility, and distinct honor of leading this organization. I thank the board and my principals at TMP for the trust and confidence.

Let me introduce myself. I am Jose Maria Atienza, everyone calls me Jing. I have been working in the auto industry for 35 years. Most of it in the Marketing Division of TMP, where I am currently the Executive Vice President. In my younger years, I was also given the opportunity to work in Toyota's Financial Arm, TFS as Head of Marketing and in another assignment as President of the Toyota Makati Dealer Group.

I stand here today, very much honored to continue this journey with all of you.

To our stakeholders, you have my highest assurances of industry cooperation and collaboration. This leadership is committed to building on CAMPI's legacy rooted in purpose and creating positive impact for the Philippine Automotive Industry.

As we move forward, CAMPI is guided by its new vision of fostering mobility transition in the Philippines. Supported by four (4) co-equal strategic pillars: (1) Technology and Innovation, (2) Vehicle and Road Safety, (3) Industry Development and (4) Sustainability - - our framework for future action focuses on establishing automotive as a key sector with significant economic and societal contribution.

- In the area of Technology and Innovation, CAMPI will continue to promote electrification by providing diverse clean and green mobility options for customers.

The traditional automotive value chain is transforming into the new mobility value chain. CAMPI will support viable changes in transportation models to help create new value streams from mobility solutions.

We are determined to make the Philippine International Motor Show (PIMS) as the leading platform to showcase mobility technologies and promote electrification in the country.

- In the area of Vehicle and Road Safety, CAMPI will support the implementation of Philippine commitments under the World Forum on Harmonization of Vehicle Regulations (WP29); and continue to advocate the immediate ratification by the Philippines of the ASEAN Mutual Recognition Arrangement on Type Approval for Automotive Products (APMRA). The adoption of international standards is more an issue of safety than trade facilitation and should be tackled swiftly and decisively.

CAMPI will also implement complementary initiatives in collaboration with key government agencies.

- In December 2025, CAMPI became a party to the E-Commerce Memorandum of Understanding (MOU) with the guidance of the Intellectual Property Office of the Philippines (IPOP). This is an initial step in our anti-counterfeit program intended to promote public safety.
- Next month, CAMPI will enter into a Memorandum of Agreement with the Department of Transportation for the implementation of road safety activities to support the Philippine Road Safety Action Plan 2023-2028.
- In the area of Industry Development, CAMPI will advocate for Industry Development Programs that would help sustain automotive manufacturing in the country. The Comprehensive Automotive Resurgence Strategy (CARS)

Program, Revitalizing the Automotive Industry for Competitiveness Enhancement (RACE) Program and the Electric Vehicle Incentive Strategy (EVIS) are all instrumental in overall industry recovery and growth.

CAMPI will expand support to human capital development to help create a resilient, innovative and productive workforce.

- We will continue to support the Technical Education and Skills Development Authority (TESDA) in the creation of training regulations and competency assessment tools through the CAMPI Experts Panel.
- We are also studying the possibility of supporting the Industrial Arts Technical-Vocational Track of the Department Education, expanding our workforce development initiatives to secondary education.
- In the area of Sustainability, CAMPI will continue to advocate for a multi-pathway approach to carbon neutrality, guided by a technology-neutral strategy to ensure a balanced transition towards electrification. We will also endeavor to support policy research for carbon neutral fuels and sustainable and renewable energy.

We will leverage our international partnerships and maximize industry dialogues to learn best practices and policy approaches towards promoting a circular economy in the automotive industry. We will share our learnings to stakeholders so that together, we can develop a truly sustainable industry.

And so, this is where we begin our work. As CAMPI President, I am looking forward to:

- Sustaining current and forging new partnerships to help realize CAMPI's vision
- Creating new opportunities for CAMPI members and our parts suppliers
- Demonstrating through concrete actions the value that CAMPI brings to industry and its various stakeholders as a partner for growth.

We will surely face challenges, and we will need the support of the members and all our stakeholders to help us overcome these obstacles together.

CAMPI is now 29 members strong- - all representing global OEMs that account for ninety-five percent (95%) of the automotive market, we are confident that CAMPI can continue to best represent the interests of the Automotive Industry. To our stakeholders, we offer our collective knowledge and expertise to support policy formulation, the development of regulatory and enforcement framework, as well as other mobility transition initiatives.

To CAMPI members, let us ensure that the association adds value to each member individually and to the industry as a whole through your support and participation. To borrow the words of our Chairman, Representative Jose Ch. Alvarez, "together we can move the country towards a better future as ONE UNITED CAMPI."

Assuming the leadership of CAMPI brings with it a great deal of responsibility but I trust that with the support of all, we will be able to accomplish our shared objectives as an association.

Lastly, please allow me to introduce the CAMPI Officers for 2026:

- Vice President, Atty. Rhys Alexei Murillo, Nissan Philippines
- Corporate Secretary, Mr. Robert Carlos, Isuzu Philippines
- Treasurer, Mr. Victor Vinarao, Mitsubishi Motors Philippines
- Assistant Treasurer, Atty. Louie Soriano, Honda Cars Philippines

Thank you, gentlemen.

Again, it is my honor to serve as CAMPI President, and I look forward to what we will all achieve together!

̄Maraming salamat po.