Mitsubishi Motors Philippines Partners with ASEAN-BAC and Go Negosyo to Empower Filipino Entrepreneurs

Mitsubishi Motors Philippines Corporation (MMPC), together with Almazora Motors Corporation and Mit-Air Sales Centers, Inc., formalized its partnership with the ASEAN Business Advisory Council Philippines (ASEAN-BAC Philippines) and Go Negosyo through a Memorandum of Agreement (MOA) Signing and Vehicle Turnover Ceremony, marking a shared commitment to supporting Filipino entrepreneurs and advancing inclusive economic growth.



In photo: (from left) Mitsubishi Motors Philippines - Chairman Noriaki Hirakata and ASEAN Business Advisory Council (ASEAN BAC) Chair – Jose Ma. A. Concepcion III

Under the partnership, MMPC donated a Mitsubishi L300 utility vehicle to Go Negosyo as to support ASEAN-BAC Philippines' initiatives promoting entrepreneurship, micro, small, and medium enterprises (MSMEs), and livelihood opportunities across the country.

The partnership also establishes a two-year strategic mobility collaboration aimed at providing reliable transportation support for programs that bring economic opportunities closer to Filipino communities. Among its key initiatives is the Trabaho at Negosyo ASEAN Edition, scheduled in November as part of the ASEAN Business and Investment Summit, in support of the Philippines' 2026 ASEAN Chairship.

For MMPC Chairman Noriaki Hirakata, the initiative reflects the company's commitment to supporting the people and businesses that contribute to the country's economic progress.

"More than a vehicle donation, this is an opportunity to support Filipino entrepreneurs by providing a reliable partner that can help bring their ideas, products, and services closer to the communities they serve. We believe that our responsibility goes beyond manufacturing and providing vehicles. We also recognize the important role we play in supporting the people, businesses, and communities that drive our country's progress," said Hirakata.



In photo: (from left) ASEAN BAC PH & Go Negosyo Executive Director – Patrick Chua; ASEAN BAC PH Senior Adviser – Nora Terrado; ASEAN BAC 2026 Chair – Jose Ma. A. Concepcion III; Mitsubishi Motors Philippines Chairman – Noriaki Hirakata; Almazora Motors Corporation Executive Vice President – Conrad Almazora; Mit-Air Sales Center, Inc. Plan Supervisor – Mitzi Broqueza

He further highlighted the Mitsubishi L300's longstanding role in the lives of Filipino entrepreneurs, noting how generations of businesses have relied on the vehicle to transport goods, support deliveries, and connect with customers. Its practical design, versatile configuration, and dependable performance make it a trusted partner for businesses of different sizes.

Jose Ma. A. Concepcion III, Chair of ASEAN-BAC 2026 and founder of Go Negosyo, underscored the importance of private-sector collaboration in creating more opportunities for Filipino entrepreneurs. He mentioned that partnerships like this demonstrate how the private sector can work together to create meaningful and lasting impact. By providing mobility support for ASEAN BAC's programs, Mitsubishi Motors Philippines is helping them reach more entrepreneurs, connect businesses to opportunities, and strengthen the MSME sector. "As the Philippines takes on the ASEAN Chairship, it is important that we translate regional economic cooperation into tangible opportunities that benefit Filipino communities," Concepcion shared.

The initiative was made possible through the collaboration of MMPC's partners, with Almazora Motors Corporation providing the customized vehicle body and Mit-Air Sales Center, Inc. supplying the air-conditioning system for the donated L300 unit. Their contributions further demonstrate the value of private-sector partnerships in supporting programs that benefit communities and local enterprises.

Through this collaboration, MMPC, ASEAN-BAC Philippines, Go Negosyo, Almazora Motors Corporation, and Mit-Air reaffirm their shared commitment to empowering entrepreneurs, strengthening local businesses, and supporting inclusive economic development.

As the L300 begins its journey in support of Go Negosyo's programs, it carries forward a legacy closely connected to Filipino entrepreneurship—helping businesses move forward, creating opportunities, and contributing to stronger communities.

GAC PHILIPPINES INVITES OWNERS TO SHARE THEIR #LIFEWITHGAC STORIES FOR A CHANCE TO VISIT GUANGZHOU

Share your journey of empowered mobility for a chance to tour the GAC Headquarters and R&D Center in China, alongside other prizes including MacBook Neo units and fuel or charging rewards.



Registered owners nationwide are invited to share their real-world ownership milestones in the #LifeWithGAC Owner Testimonial Campaign until December 31, 2026, for a chance to visit the GAC Headquarters and R&D Center in Guangzhou or win tech and fuel rewards

This holiday season, GAC Philippines is celebrating the community driving its growth nationwide by inviting registered owners to share their personal experiences through the #LifeWithGAC Owner Testimonial Campaign, running until December 31, 2026.

Designed to spotlight real-world ownership experiences across the country, the nationwide initiative encourages GAC owners to capture how their vehicles bring comfort, confidence, and innovation into their everyday lives.

One grand prize winner will earn an unforgettable 4-day, 3-night trip for two to Guangzhou, China, complete with a tour of the GAC Headquarters and R&D Center, round-trip airfare, hotel accommodations, airport transfers, travel insurance, and a daily meal allowance.

Thirteen other winners will also be selected, with three major prize winners each taking home a MacBook Neo (256GB storage with Magic Keyboard), and ten consolation prize winners each receiving ₱10,000 worth of fuel vouchers or EV charging credits.

How to Join the #LifeWithGAC Campaign

The promo is open to all Philippine residents aged 18 and above who are registered owners of any GAC vehicle model and year. To qualify as an official entry, participants must complete both steps below:

1. Post Your Story on Social Media: Create an original photo or video testimonial (60 seconds to 10 minutes long for video entries) on your public Facebook, Instagram, or TikTok account highlighting the role your GAC vehicle plays in your everyday life, special milestones, or memorable journeys. Tag @gac_philippines and include the official hashtags #GACPhilippines and #LifeWithGAC. (For your safety and privacy, you may blur or cover your license plate in your public post.)

2. Complete the Official Entry Form: Accomplish the online registration form at https://forms.gle/9YXzmzB8NCbb4MTb7 with your full name (matching your vehicle's OR/CR), contact details, vehicle plate number, the direct URL to your public social media post, and up to five uploaded photo or video files (maximum of 10MB per file).

Please note that both steps must be completed for an entry to be considered valid. Social media posts submitted without a corresponding registration on the official entry form will be treated as incomplete and will not be included in the judging. Only one entry may be submitted per registered vehicle, and all entries must be submitted on or before December 31, 2026, at 11:59 PM (Philippine Standard Time).

Entries will be evaluated by a panel of judges in the presence of a Department of Trade and Industry (DTI) representative on January 12, 2027, based on Authenticity and Personal Story (50%), GAC Ownership Experience (35%), and Creativity and Content Quality (15%).

Official winners will be notified directly and announced via GAC Philippines' official social media channels on or before January 14, 2027. "It is always heartwarming and delightful to see how our vehicles become a meaningful part of our owners' daily lives and personal milestones," said Calvin Cheng, President of GAC Philippines. "Through the #LifeWithGAC campaign, we want to give back to the community that continues to trust us. As we bring world-class vehicles built on global standards of safety, craftsmanship, and intelligent innovation to the Philippines, we look forward to hearing the stories of how GAC uplifts Filipino motorists and empowers every journey they take."

By participating in the #LifeWithGAC campaign and submitting an entry, participants consent to the collection and processing of their submitted details in accordance with the Data Privacy Act of 2012 (RA 10173) for verification and promo fulfillment, and grant GAC Philippines the non-exclusive right to feature, repost, and repurpose their submitted stories, photos, and and videos across official GAC media platforms and marketing communications.

Per DTI Fair Trade Permit No. FTEB-272525 Series of 2026. For full campaign mechanics, eligibility guidelines, and updates, follow @gac_philippines on Facebook, Instagram, and TikTok, or visit www.gacgroup.com/en-ph

Mitsubishi Motors Philippines Expands its Dealer Network in Cainta, Rizal



Mitsubishi Motors Philippines Corporation (MMPC), in partnership with Evolander Motor Corporation (EMC), further strengthens its customer service and aftersales network with the inauguration of its new 2S dealership in Cainta, Rizal.

Located at KM 20 Ortigas Avenue Extension, Sto. Domingo, Cainta, Rizal, the new facility is strategically positioned to provide Mitsubishi Motors customers in Cainta and surrounding areas with more convenient access to high-quality aftersales services and Genuine Mitsubishi Motors Parts.

The new 2S dealership features a 1,570 square meter facility equipped with eight service bays, as well as a provision for two quick service bays dedicated to customers availing of regular Periodic Maintenance Service (PMS). The facility also includes a two-vehicle display area, allowing customers to conveniently view Mitsubishi Motors vehicles while having their vehicles serviced.

"For 16 years, Evolander has been a loyal partner of MMPC in providing quality products and services here in the area of Rizal. And now, with the addition of the 2S dealership in Cainta, it demonstrates our confidence in the potential of the area; and more importantly, our commitment to providing better service and aftersales support to our customers," said Mr. Ritsu Imaeda, President & CEO of MMPC during his inaugural speech.



(Evolander Motor Corporation President), Hon. Johnielle Keith P. Nieto (Cainta, Rizal Municipal Mayor), and Mr. Benjamin Yukimtiao (EMC Vice President/General Manager)