

## *From the Managing Director.....*

What a whirlwind June has been and we are not even half way through!

I have just returned from the annual Alliance Business Centre Network Conference this year held in London. Both Alesya (who is one of our SON representatives) and I spent an interesting 2 weeks learning about new trends in the market and forming stronger ties with serviced office operators from around the world.

We have come home straight into preparations for our new site in the Philippines in the "Robinsons Summit Centre". This new project has been generating a lot of excitement— we have been inundated with calls from Australian businesses requesting more information.

Stay tuned for more exciting developments with another 9 new locations for CEO very shortly!

*Jenny Folley*

*" We take care of the details.....  
While you take care of business"*

Phone: 1800 111 266

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CEO Client Profile

## it4 Australia

it4 Australia have spent the last 12 months located at the CEO IBM business centre on Southbank. it4 has utilised the monthly meeting room allowance in both Melbourne & Sydney and we have found this arrangement to be very beneficial to the growth of our company.

it4 specialise in the management of information, be it email, paper, electronic documents or even voice. All communications are routed through their Information Management Solution with every correspondence fully managed, audited, secure and accessible over the very latest technologies.



it4 has recently signed a partnership agreement with the global electronics organisation OKI to associate their solution with OKI's range of multi functional devices.

Aaron Belton, Marketing Manager, it4 quotes

" Our solution would benefit every business in Australia in one form or another. We have 44,000 end users and over 3000 businesses currently using the system and within minutes can integrate into 99.9% of windows based systems. This is our niche."

it4's route to market is solely through their Australia partner channel, this is something they are continually looking to develop.

For more information please contact Aaron Belton 03 9626 2476

[abelton@it4group.com.au](mailto:abelton@it4group.com.au)

[www.it4group.com.au](http://www.it4group.com.au)



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# CEO NEWS & MOVES

## MABUHAY PHILIPPINES!

Jonas Marcelo is set to leave this week to take up the challenge of opening our first international CEO site in Manila, the Philippines. We take over a floor of over 1000 sq meters of office space in an A Grade building (Robinsons Summit Centre), situated in the heart of Makati, Manila's prestigious business district, on 1<sup>st</sup> August this year. We plan to completely gut and re-fit the floor with new offices furnished with state of the art equipment and have them ready to occupy by October.



Why the Philippines? An inexpensive educated workforce, with English widely spoken in an international accent, has become an attractive location for companies world wide seeking to out source. Many are pulling out of countries such as India due to the language barrier and relocating to the Philippines instead. The call centre market is extremely huge in the Philippines, resulting in finding office space to lease, virtually impossible. We were extremely lucky to have this floor of office space offered to us.

The centre will be completely operated by our Australian staff working to the high standards set by CEO. Many of you either know Jonas personally or have seen him walk through the corridors. There is no one more skilled than Jonas to take up the exciting challenge of firstly, overseeing the building and construction of the new fit out of the offices and then leasing up the office space, training staff and running it. Jonas will then move on to open other sites for us.

Jonas commenced working for CEO three years ago after graduating from Bond University with a degree in Business and Marketing. He has worked his way up from reception at CEO's Pacific Tower in Hawthorn to then take up a role with CEO in marketing, sales and leasing. He has spent the last year at CEO marketing and leasing both serviced offices as well as working closely with Kevin Sheehan Real Estate to lease the commercial space in Pacific Tower and Normanby Chambers in Melbourne.

Jonas was born in the Philippines and came to Australia twenty years ago at the age of 8 years. A product of the prestigious Brisbane Boy's College and then Bond University, Jonas has spent his youth in Australia. However he is no stranger to the Philippines and the Filipino culture.

Jonas' grandfather was a pioneer of steel and rubber in the Philippines. Besides owning rubber plantations, steel mills and casinos the family also provided the Philippine navy with all their patrol boats during the Marcos regime. His father, who during his younger days was a famous polo player in the Philippines and also the personal water skiing instructor to none other than President Marcos, is currently working on a housing development project in the Philippines to the tune of U.S \$1.5 billion dollars. Jonas is looking forward to using his acquired skills and connections to make the CEO offices in Manila the best in Asia.

Should anyone wish to contact Jonas regarding doing business in the Philippines or office space you are more than welcome to contact him on +619193600742 or via email [jonasm@corpexec.com.au](mailto:jonasm@corpexec.com.au)

