

**PRESS RELEASE**  
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## **RHI-CADPI sets up P7.5-M R&D fund to UPLB for the sugar industry**



IN PHOTO ARE: [FROM LEFT TO RIGHT, FRONT ROW] RHI MARKETING & TRADING EVP & RESEARCH GROUP HEAD AND CACI PCOO ARCHIMEDES B. AMARRA; CADPI PCOO & RHI OPERATIONS EVP ARCADIO S. LOZADA, JR.; UPLB CHANCELLOR, DR. REX VICTOR O. CRUZ; AND UPLB ENGINEERING & AGRO-TECH DEAN, DR. ARNOLD ELEPAÑO. WITNESSING THE CEREMONY, SECOND ROW AND FLANKED BY OTHER OFFICERS, ARE: RHI CHAIRMAN PEDRO E. ROXAS (FIFTH FROM LEFT) AND RHI PCEO RENATO C. VALENCIA (FIFTH FROM RIGHT).

Sugar producer Roxas Holdings, Inc. (**RHi**; **PSEi: ROX**) yesterday signed a memorandum of agreement (MOA) with the University of the Philippines - Los Baños (UPLB) to spur research and development initiatives in the sugar industry, with endowment fund of P7.5 million to finance researches.

At the signing ceremonies, RHI Chairman Pedro E. Roxas said the collaboration signifies the commitment of the sugar group, through its subsidiary Central Azucarera Don Pedro, Inc. (CADPI), to improve the situation of the sugar industry, in partnership with UPLB.

“We are optimistic that this partnership will boost efforts to transform the Philippine sugar industry, starting with RHI’s CADPI, into a world-class sector and enable us to survive the scenario that comes with the reduction of tariff on sugar to 5% in 2015,” Mr. Roxas said.

ROXAS HOLDINGS, INC. (RHI)(PSEi: ROX), a bio-sugar and bio-energy company, is the largest integrated sugar business in the Philippines. It manages 100% of Central Azucarera Don Pedro, Inc. in Nasugbu, Batangas, and Central Azucarera de la Carlota, Inc. and Roxol Bioenergy Corporation in La Carlota, Negros Occidental. It also holds 45%-stake in affiliate Hawaiian-Philippine Company. *For inquiries, contact Roulee Jane F. Calayag at (02) 810 8901.*

RHI President and CEO Renato C. Valencia said that although Philippine mills and refineries are relatively smaller and older, the country is no far behind Thailand in milling and refining costs. “Where we lag behind is in farm productivity: Thailand averages 70 tons per hectare while the Philippines, 60. This scenario prompted RHI to be proactive in helping increase sugar cane farm productivity through R&D tie-ups,” Mr. Valencia said.

Mr. Archimedes B. Amarra, RHI Executive Vice President for Marketing & Trading, Group Head for Research & Development, and President/COO for Central Azucarera de la Carlota, Inc., said R&D continues to be a challenge in the Philippines, causing the country to lag behind its competitors in terms of sugarcane varieties and farm processes.

“We hope to increase productivity and explore the other potentials of sugar cane with our partnership with UPLB,” he said.

UPLB Chancellor, Dr. Rex Victor O. Cruz, expressed gratitude to RHI for forging the alliance. He is confident that the collaboration will introduce significant changes in the sugar industry.

“We are optimistic that our partnership with RHI, which has the competence and facilities, will enable us to make a difference in a short time,” Dr. Cruz said.

The collaboration of RHI with UPLB through CADPI is part of the company’s mission to bring out the full potential of the industries it serves.

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