



# NEWSLETTER

SEPTEMBER 2001

## ORSP Meets with DOST Secretary

ORSP Past President Dennis Beng Hui, Incoming President JC Mercado, Director Wilson Wy Tiu and ORSP-Corps Chair, Ms. Elise del Rosario paid a courtesy visit to the Secretary of Department of Science and Technology, Dr. Estrella F. Alabastro last June 4, 2001 at the DOST office in Bicutan, Taguig, Metro Manila.

OR as part of Information and Communication Technology (ICT) to which the current administration has consistently given prime focus. ORSP representatives also requested the continuation of the DOST sponsorship of the traditional ORSP-DOST KAPIHAN aimed at increasing awareness of OR applica-



ORSP officers flank the Secretary (L-R): Current President JC Mercado, ORSP Corps Chair Elise del Rosario, DOST Secretary Estrella Alabastro and ORSP Directors Wilson Wy Tiu and Dennis Beng Hui.

In what turned out to be a very congenial and productive meeting, ORSP pledged its support to the efforts of DOST in advancing science and technology in the Philippines, specifically where OR can be harnessed in the process.

During the meeting, Secretary Alabastro agreed to endorse ORSP to PCASTRD head, Dra. Ida Dalmacio, so that the society can initiate some programs with DOST. Wilson Wy Tiu broached the idea of adopting Operations Research as an area in advanced science. Secretary Alabastro offered the alternative of considering

tions in government and among public servants. Secretary Alabastro mentioned the Science and Technology Information Institute (STII) of DOST as a potential participating unit for the ORSP KAPIHAN Series. Possible DOST sponsorship for a nationwide OR Student Congress, Student OR Paper Writing Contest and Annual OR quiz were also discussed.

While ORSP reiterated its support to the projects of DOST, Dr. Alabastro expressed optimism about the role ORSP can play in the national IT issues which DOST spearheads.

## Ex-IFORS President to Visit ORSP

Former IFORS President Prof. Peter Bell is due to visit the Philippines in the third week of October. Preparations are afoot for a talk that he



will deliver for ORSP on Strategic Operations Research/Management Science. Prof. Peter Bell earned BA and MA degrees from Oxford University and MBA and PhD degrees at the Graduate School of Business, the University of Chicago. He is also a Professor of Management Science and Information Systems at Ivey School of Business.

Watch out for announcements!!!



ORSP Officers discuss OR, science and technology issues with Secretary Alabastro at her DOST office.

# ORSP Elects 2001 Officers

In the ORSP Board Meeting last June 6, 2001, the current set of officers led by President Dennis Beng Hui, elected the new Board Officers as follows: JC Mercado as President, Vicente Reventar as Vice President, Anna Bella Manalang as Secretary and Emmanuel Macalalag as Treasurer.

**JC Mercado** is the newly elected President. He is a former Director for Cablenet Operations of Sky-cable, where he led the help desk and Network Operations Center for the company's internet services. He now has put up his own IT-based business, Ecode. He is also a faculty member of the Ateneo Management Engineering Department. **Vicente Reventar** is the President of SVI Billing Solutions. He is directly responsible

for the administrative and operational management of SVI Technologies Inc., he also formulates strategic visions for corporate directions and planning. **Anna Bella Manalang** is a Professor at De La Salle University. She finished her BS and MS IE from the University of the Philippines, she is also a TQM and Production Management Consultant. **Emmanuel Macalalag** is a Senior OR specialist at San Miguel Corporation. He is a BS MS Math graduate of De La Salle University where he also taught, he is also a Ph.D. holder in OR from the University of Melbourne.

Other directors include **Dennis Beng Hui**. He is a former chair of the DLSU Industrial Engineering Department, where he also

completed his BS and MS IE. **Leo Villarosa**, is General Manager of a number of businesses, including M-Stone Inc. He also heads the Kalimasada movement in the country which promotes natural healing through the use of body energy. **Rizaldy Capulong**, the youngest member of the Senior Management Committee of the Social Security System, is the only head of two departments, the Actuarial as well as the Securities Trading and Management.

**Wilson Wy Tiu**, started out as a San Miguel OR specialist in the 1970s before venturing into business. He is now a Director at the Department of Trade and Industry. Ruby Henson has bowed out of the Board, replaced by Ramon Yap. **Ramon Yap** is a Department/Project Manager of the National Development Company. He concurrently holds senior positions in NDC-held companies. A Business Administration graduate of Ateneo de Manila University, he is also the Treasurer of the Carl Duisberg Association of the Philippines.

They are joined by the ORSP Corps Chair in the person of **Elise del Rosario**. She is a former Vice President of the OR Department at San Miguel Corporation and current Vice President of International Federation of Operational Research Societies (IFORS). She is also a co-founder of ORSP.

The elected ORSP Board will serve for the year 2001-2002.



JC Mercado



Vicente Reventar



Emmanuel Macalalag



Beng Manalang



Dennis Beng Hui



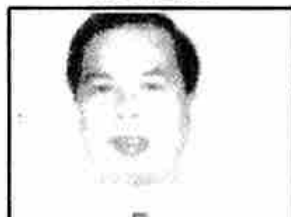
Leo Villarosa



Wilson Wy Tiu



Rizaldy Capulong



Ramon Yap

# ORSP General Meet Focuses on Supply Chain

The Peninsula Manila was the venue of the highly-successful ORSP General Assembly held last May 4, 2001 at 6:30 in the evening.

Gracing the affair are two of the country's well-known experts in Supply Chain. Jaime G. del Rosario, President of Accenture Philippines and Dr. Alexander Hipolito, Senior SCM Consultant, HP Consulting (Singapore).

Jaime G. del Rosario highlighted the emerging trend of collaborative

materials management between suppliers, marketer manufacturers and retailers. He contrasted this with the previously adversarial relationship between the two. Highlighting the importance of OR and IT in this new set up, del Rosario showed how OR and IT are harnessed to facilitate the flow of information for orders, replenishment, and delivery of materials to the point of distribution from anywhere in the world at the time when the distributors/retailers need them. Entitled

"Supply Chain, Collaborative Forecasting, Planning and Replenishment", the speech pinpointed that while the mathematical methods of OR can help tame forecast errors, variabilities in lead time, stock outs and manufacturing spikes and valleys, the collaboration approach makes the application of OR methods even more effective in improving system cycle times and materials availability.

Alexander Hipolito's presentation on "OR in E-Business-Focus on Supply Chain Management and Optimization" gave an overview of supply chain optimization (SCO) systems also known as Advanced Planning and Scheduling (APS). The main objective was to provide an understanding of models and techniques behind SCO systems like i2 Rhythm, SAP APO, Oracle and APS. The presentation showed how SCO systems are heavily based on operations research advances, techniques, and methodologies in optimizing and coordinating the use of limited resources, improving on-time delivery and service levels while reducing costs and inventories. The presentation concluded with a discussion on lessons learned from the speaker's SCO implementation experiences in semiconductor and high tech electronics industries. (CONT on p7)



ORSP Past President Dennis Beng Hui giving the plaque of appreciation to Jaime del Rosario.



Alexander Hipolito giving his talk about Supply Chain Management and Optimization with participants listening intently.



# IFORS Visits 43<sup>rd</sup> Annual Conference of Canadian OR Society

The new administration of the International Federation of OR Societies (IFORS) held its first meeting in Quebec City from May 6-9 this year. ORSP's own Corps Chair Elise del Rosario attended the meeting in her capacity as IFORS Vice President.

Featured in the conference were plenary sessions on Operations Research in Support of Army Strategic Management, Statistical Regularity and OR, Robustness Analysis and Sensitivity Analysis, and the Practice of OR in the Canadian Department of National Defense. Also featured in the conference were tutorials on Preference Function Modeling-Theory, Mathematical Programming II-Using the MPL Modeling Systems and the Optimax 2000 Component Library to

Create Embedded Optimization Applications, Multi-agent Systems and Global Optimization Software and Applications. Elise del Rosario chaired the IFORS entry to the conference, the "OR/MS Tutorials on the www: An Overview of the IFORS Tutorial Project" presented by Prof. Moshe Sniedovich of the University of Melbourne.

With the theme "Decision Aid for Performance Enhancement," the conference featured 178 papers—majority of which highlighted army, airline, public transport, e-commerce and communication network applications. Theory of multi-objective optimization, network and transportation, algorithms and decision support systems were widely tackled. The conference was conducted in

English and French.

The IFORS Administrative Committee participated in the Ceremonies which involved awarding of prizes to several competitions supported by the Canadian OR Society. In its meetings, IFORS gave due importance to activities affecting the promotion of OR among practitioners, the academe and students throughout the world.



IFORS officers in a post-conference huddle in Quebec. Clockwise: Hugh Bradley (US), Paolo Toth (Italy), Ben Lev (US), Elise del Rosario (Phils.), and Moshe Sniedovich (Austaria).

## ANNOUNCEMENT

IFORS 16-th Triennial Conference will be held at Edinburgh, UK on July 8-12, 2002. It will be hosted by the Operational Research Society, the UK national society.

**For More Details:**  
Chair of the Program Committee  
Prof. Ben Lev  
University of Michigan-Dearborn, USA  
Email: [blev@umich.edu](mailto:blev@umich.edu)

Chair of the Local Organising Committee  
Prof. Lyn Thomas  
University of Edinburgh, UK  
Email: [l.thomas@ed.ac.uk](mailto:l.thomas@ed.ac.uk)

Website of the Conference is at:  
[www.ifors2002.org](http://www.ifors2002.org)

Those who are seriously thinking about joining this conference, please contact the ORSP office for possible ORSP delegation group travel and hotel discounts.

# CDAP Members Learn of OR and Its Uses



As Conference ends, speakers, CDAP Officers, and participants led by Dr. Peter Muller-Rockstroh look forward to greater CDAP-ORSP collaboration in the future.

Responding to a request for a seminar similar to the one it mounted in December 2000, the ORSP Board agreed to undertake a slightly modified seminar on "Enhancing Profitability through Operations Research" for the Carl Duisberg Association of the Philippines (CDAP) members. CDAP is an organization composed of CDG scholars. Carl Duisberg Gesellschaft (CDG) is a German non-profit organization specializing in advanced professional and international training.

The seminar was conducted on August 25 at the AIM Conference Center in Makati. ORSP speakers included the original line up composed of JC Mercado, Vicente Reventar, Elise del Rosario, Emmanuel Macalalag and Dennis Beng Hui.

By the end of the seminar, the attendees expressed an appreciation of what OR can do for them and their businesses. Dr. Peter Muller-Rockstroh, the CDG Regional Coordinator for ASEAN, encouraged the group to bring this seminar to more CDAP members out of the Manila area. Closing remarks were given by the CDAP President, Mr. Ricardo Danlag.



ORSP seminar speakers Vicente Reventar, Elise del Rosario, JC Mercado and Dennis Beng Hui take a breather while Emmanuel Macalalag lectures.



Participants listening attentively to speakers.



From the President

## No Better Time for OR

Welcome to another year with the Operations Research Society of the Philippines! The past year provided the society new venues to share its interest and expertise in Operations Research to government and private entities alike.

This year, we plan to build on our modest successes by intensifying our outreach activities through various seminars. With the support of the Department of Science and Technology (DOST), we plan to hold a second set of *Kapighans* discussing the following topics:

Government's Frontline Services, Information and Communications Technologies (ICT), Supply Chain Management, and Food Security and Housing. We have also lined up seminars and workshops for OR newbies providing OR, Modeling, and Excel Solver basics. For ORSP Student Chapters, this year's Student Congress is designed to contain talks, the annual OR Quiz and OR Paper Writing Contest all in one event. This will allow more schools from outside Metro Manila to participate.

(CONT on p7)

Below is the Calendar of Activities for this fiscal year.

### YEAR 2001

|          |   |
|----------|---|
| August   | CDAP Seminar                                    |
| October  | Seminar: Strategic OR                           |
| November | Kapighan 1<br>Optimization using Excel Workshop |
| December | Christmas Party                                 |

### YEAR 2002

|          |   |
|----------|---|
| February | Student Congress<br>OR Quiz<br>OR Paper Writing Contest<br>Kapighan 2 |
| March    | Seminar: Enhancing Profitability Through OR                           |
| April    | General Assembly  |
| May      | Kapighan 3  |
| August   | Kapighan 4  |

## Be a Part of ORSP

We are often asked "What are your requirements for prospective ORSP members—do we have to be good in Math?"

The answer is NO. You just have to know what OR is and be convinced of its use in optimizing resources. If this description refers to you, don't delay—just fax the form with your personal details to 920-74-14 or e-mail details to ORSP Secretariat at [secretariat@orsp.org.ph](mailto:secretariat@orsp.org.ph). If, furthermore, you are interested to be a part of the ORSP consultancy arm for public service (ORSP Corps), you are doubly welcome! Please indicate in your application form your area of expertise.



Member Classification : ☐ Academe ☐ Industry/Private Business  
☐ Government ☐ Institutional

NAME : \_\_\_\_\_

Company/University/Organization : \_\_\_\_\_

Position/Department : \_\_\_\_\_

Mailing Address : \_\_\_\_\_

Email Address : \_\_\_\_\_

Telephone : \_\_\_\_\_ Fax : \_\_\_\_\_

Membership rates :

|               |                    |          |               |                    |          |
|---------------|--------------------|----------|---------------|--------------------|----------|
| New Members : | Academe            | 1,000.00 | Old Members : | Academe            | 1,000.00 |
|               | Government         | 1,000.00 |               | (Acad. Early Bird) | 800.00   |
|               | Industry           | 1,500.00 |               | Government         | 800.00   |
|               | Institutional      | 3,000.00 |               | Institutional      | 1,500.00 |
|               | (Inst. Early Bird) | 2,500.00 |               | (Inst. Early Bird) | 1,200.00 |

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

Interested to join ORSP Corps? ☐ YES ☐ NO

If YES, area of expertise : \_\_\_\_\_



# Exorcising the Mysteries of Mathematical Programming

A year after its highly-successful overview seminar on OR entitled "Enhancing Profitability through Operations Research" the ORSP Board has responded to the request of those who attended the seminar as well as of other members. This November, ORSP will offer a training for those who wish to solve OR problems themselves.

What better way to start than to tackle the most frequently-used OR tool—Mathematical Programming—through the most-frequently-used software—Microsoft Excel?

Exorcising the Mysteries of Mathematical Programming is a case study-based workshop that will equip participants with knowledge on for-

mulating linear and integer programming problems and solving them using the Excel Solver and Xpress MP. By the end of the workshop, participants should be able to formulate problems and derive solutions for them. Each participant is assured of sharing one computer with at most only one other participant.

The workshop will be handled by ORSP Board members led by Prof. Dennis Beng Hui of the De La Salle University. Make your reservations early. There are limited slots available.

The student version of express MP will be distributed free to the participants.

## PRESIDENT'S.....

(CONT from page 6)

To complement these activities, ORSP will also participate in projects to assist government agencies through ORSP-CORPS (Committee on OR for Public Service). Some projects that have been proposed are Passport Application, Supply Chain Planning for Rice, Housing, Census, SEC Registration and Garbage System. As was done before, participation is on a voluntary basis.

In behalf of this year's ORSP Board of Directors, I invite all of you to play an active role in nation-building. We have a lot of work to do. Time is limited. Resources are meager. There's no better time for OR.

### RESERVATION FORM

#### Exorcising the Mysteries of Mathematical Programming

- A case-based seminar/workshop on
- translating problems into LP/ILP formulation
  - solving them through Excel Solver and Express MP

Date : November 28, 2001  
Place : I/ACT, Edsa Shangri-la  
Time : 9 am to 5 pm

| Fees :                  | before Nov. 5 | after Nov. 5 |
|-------------------------|---------------|--------------|
| For ORSP active members | P7,000.00     | P8,000.00    |
| For non-ORSP members*   | P9,000.00     | P10,000.00   |

Fees Cover : Seminar materials, two snacks and lunch, use of computer, free copy of Xpress MP (Student Edition)

NAME : \_\_\_\_\_ SIGNATURE : \_\_\_\_\_

TEL No. : \_\_\_\_\_ FAX NO. : \_\_\_\_\_

MAILING ADDRESS : \_\_\_\_\_

Form of Payment :

- ☐ Check for collection on \_\_\_\_\_
- ☐ Deposit to BPI Bank, Acct. No. 0201-0409-06  
(Pls. fax copy of deposit slip to fax no. 9207414)
- ☐ Cash for collection on \_\_\_\_\_

\*option is available to sign up for membership (P1,500.00) prior to enrolment in this course.

For details call Tina Domingo at 920-01-01 loc. 153

## SUPPLY CHAIN

(CONTINUED from page 3)

The general assembly was opened with the year-end report of President Dennis Beng Hui. He enumerated the activities of ORSP for the year 2000, starting with the OR Quiz Contest, the Kapihan Series undertaken jointly with the DOST, and the ORSP outreach project, which is the one day seminar on "Enhancing Profitability through Operations Research" He also mentioned the projects that were done by ORSP-Corps (Committee on OR for Public Service) which included the Privatization of the Philippine Ports, and Assessment on the Performance of the Bureau of Customs.

At the end of the Seminar, members and participants expressed the need for a whole day seminar on Supply Chain. " This definitely calls for a follow-up session," quipped one of the participants.



## An Invitation to the 2001-2002 Operations Research Student Paper Writing Contest

In line with encouraging students to apply Operations Research tools and techniques to real world, problems, ORSP is announcing the 2001-2002 Operations Research Student Paper Writing Contest. **A cash prize of P5,000 and medals for the authors and adviser awaits the winner.** The five finalists will be entitled to free registration to the Student Congress. All shortlisted candidates will be given a certificate of participation.

### *Who may join?*

Any bonafide student(s) from any university or college may join the contest. The student(s) must be enrolled in at least a four-year undergraduate degree for school year 2001-2002. Adviser name must be included. An adviser can coach more than one contestant. Entries must not have been previously published.

### *What are the Criteria?*

|  |            |
|--|------------|
| Suitability of Problem Statement                   | 5          |
| Clarity of Objective                               | 5          |
| Appropriateness of Approach                        | 20         |
| Validity of Assumptions and Data                   | 15         |
| Technical Merit of Model Formulation and Solution  | 25         |
| Acceptability of Recommendations                   | 20         |
| Clarity and Brevity of Presentation (Written/Oral) | 10         |
| <b>TOTAL</b>                                       | <b>100</b> |

Written presentation refers to clarity of written material. Oral presentation is applicable to the five finalist papers.

### *What are the requirements?*

For the selected five finalist papers, at least one author must personally present the paper for at most 30 minutes during the Student Congress on February, 2002. Testimonials from beneficiaries of the project are allowed in this presentation. Awards will be given at the Closing Ceremonies of the Congress.

### *When is the deadline?*

**Three (3) copies** of the paper must be received at the ORSP office or by any of its Board members and representatives no later than December 15, 2001.

Mailed entries must be post marked no later than December 15, 2001.

### *Who can answer my other questions?*

Call the ORSP Secretariat.

## ICORD-ICORMS Proceedings Now Available

Attention University Libraries,  
Operations Researchers, and  
Practitioners:

The Proceedings of the 2<sup>nd</sup> International Conference on Operations Research/Management Science And 3<sup>rd</sup> International Conference on Operations Research in Development (ICORMS-ICORD 1997) is now available at **P500.00**

Articles include plenary sessions on **Maintenance Issues for Developing Countries**, the **Contribution of OR/MS by A.H. Christer**, **Salford University, United Kingdom**, **Role of OR/MS in Supply Chain Management for Development** by **Paul Bender**, **BENDER Consulting Inc./ SynQuest, USA**, **Application of OR in Area Planning and Micro Management of Developing Country Economies** by **R. Bandyopadhyay**, **Centre for Applied Systems Analysis in Development (CASAD), India**, **Risk Analysis and Fairness in Bank Restructuring** by **Yong Tao**, **Strategic Decisions Group, USA**.

27 other articles in the areas of Concepts and Techniques for Manufacturing/Production/Facilities Location, Applications in the Public Sector/Information Technology, MOMP and Econometrics, Concepts and Techniques, Application in the Service Industry, Concepts and Techniques of Profitability/Statistics/Queueing and Applications in Manufacturing and Other Industries are featured.

Please contact the ORSP Secretariat for copies.

### **ORSP SECRETARIAT**

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