

PACITA U. JUAN
Batch '73, UP Sigma Delta Phi
Diliman
Entrepreneur/Green Advocate/Coffee Crusader

Chit, as Pacita Juan is fondly known by, has been an entrepreneur most of her life, founding start-ups like a coffee shop chain, a Filipino casual food chain, and a sustainable lifestyle store/market and café, ECHOstore, co-founded in 2008.

Chit chairs the Women's Business Council of the Philippines (www.womenbiz.ph), an advocacy group for policy reforms to empower women in business composed of women CEOs and COOs. She also founded and heads the Philippine Coffee Board, Inc. (www.philcoffeeboard.com), the Philippine chapters of the International Women's Coffee Alliance (IWCA) and the Women Corporate Directors International. (www.womencorporatedirectors.com).

She is the incoming Chair for the period of May 2016-2018 of the ASEAN Women Entrepreneurs Network (AWEN), created by the ASEAN charter composed of the focal points for the ASEAN member states. She will be at the forefront of ASEAN events especially with Philippines hosting 2017, also ASEAN's 50th year celebration.

Recently she was invited to join as a Permanent member of the United Nations Capital Development Fund (UNCDF) SHIFT Investment Committee.

Chit is also an author having written: Kape: A Filipino Coffee Cookbook (2002); BARAKO: The Big Bean (2005); Introduction to Coffee in 2007; Jeep Ni Juan, A History of jeeps in the Philippines (2010); The Barista Manual in 2012; and CACAO: Bean to Bar 2013.

She is a regular columnist for The Manila Times; contributes to Philippine Daily Inquirer, Philippine Star, Starweek and other magazines like the Philippine Tatler, and also writes a regular blog in www.manilaspeak.com.

She often speaks in international fora like the Global Summit of Women, APEC meetings and also in many conferences on topics like Sustainability, Women Empowerment and Coffee.

She sits in several corporate and non-profit boards: Social Enterprise Development Center (SEDCEN), Third-term governor of Management Association of the Philippines (www.map.ph), and Peace and Equity Holdings Inc. (www.pef.ph), in addition to family boards.

Her many awards include Entrepreneur of the Year in 2011 (for social enterprise) by Ernst and Young, Social Entrepreneur of the Year by GO Negosyo and Bossing award by PLDT/Smart, to name a few.

Find her on LinkedIn: Pacita Juan; Twitter: @chitjuan; Instagram: @chitjuan; Facebook: Pacita "Chit" Juan

Visit her store at www.echostore.ph and email her at puj@echostore.ph