

**COVER SHEET**

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S.E.C. Registration Number

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( Company's Full Name )

A	B	O	I	T	I	Z	C	O	R	P	O	R	A	T	E	C	E	N	T	E	R				
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( Business Address: No. Street City / Town / Province )

LEAH I. GERALDEZ
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Contact Person

(032) 411-1804
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Company Telephone Number

**Current Report**

1	2		3	1
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Month Day

Fiscal Year

1	7	-	C
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FORM TYPE

0	5		1	8
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Month Day

Annual Meeting

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Secondary License Type, if Applicable

S	E	C
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Dept. Requiring this Doc

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Amended Articles Number/Section

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Total No. of Stockholders

X
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Domestic

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Foreign



To be accomplished by SEC Personnel concerned

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File Number

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LCU

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Document I.D.

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Cashier


STAMPS
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**Remarks** = pls. Use black ink for scanning purposes

SECURITIES & EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE (SRC)  
AND SRC RULE 17.2(c) THEREUNDER

1. **May 6, 2009**  
Date of Report (Date of earliest event reported)
2. SEC Identification Number **CE02536** 3. BIR TIN **003-828-269-V**
4. **ABOITIZ EQUITY VENTURES, INC.**  
Exact name of registrant as specified in its charter
5. **Cebu City, Philippines** 6.   
Province, country or other jurisdiction of incorporation Industry Classification Code
7. **Gov. Manuel A. Cuenco Ave., Kasambagan, Cebu City** **6000**  
Address of principal office Postal Code
8. **(032) 411-1800**  
Registrant's telephone number, including area code
9. **N.A.**  
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 4 and 8 of the RSA
 

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding (as of December 31, 2008)
<b>Common Stock P1 Par Value</b>	<b>5,574,942,121</b>
<b>Amount of Debt Outstanding</b>	<b>P29,058,990,662</b>
11. Indicate the item numbers reported herein: 9

**Item 9: Other Events**

Mr. Sebastian Richards Lacson has been appointed as First Vice President – Chief Reputation Officer of Aboitiz Equity Ventures, Inc. (AEV). The Office of the Chief Reputation Officer is a new position created under the corporate reorganization approved by AEV's Board of Directors last February 11, 2009.

As Chief Reputation Officer of AEV, Mr. Lacson will be responsible for the overall corporate reputation strategy and management within and across the core industries of the Aboitiz Group.

Mr. Lacson is the Vice President for Administration of AEV affiliate, Visayan Electric Company Inc. Before joining the Aboitiz Group, he held various positions in the Union Fenosa Group: he was concurrent Corporate Director of Union Fenosa Panama and Technical Secretary to the Chairman of Union Fenosa Central America,

and Financial Analyst –Management Control of Union Fenosa Internacional in Madrid, Spain. He was also Country Managing Director of Euro Pacific Holdings, Manila, Philippines, and Finance Manager of Lacson & Lacson Insurance Brokers, Inc., Manila, Philippines.

Mr. Lacson graduated from the Ateneo de Manila University with a Bachelor of Arts in Interdisciplinary Studies. He obtained his Masters in Business Administration and Economics at the University of Navarre in Barcelona, Spain.

SIGNATURE (S)

Pursuant to the requirements of the Securities Regulation Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**ABOITIZ EQUITY VENTURES, INC.**

By



**LEAH I. GERALDEZ**

Assistant Corporate Secretary

Dated: May 6, 2009