

**COVER SHEET**

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S.E.C. Registration Number

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( Company's Full Name )

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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	7
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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. January 8, 2010  
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<br>Outstanding and Amount of Debt Outstanding<br>(as of September 30, 2009) |
|-----------------------------------|--|
| <u>Common Stock P1 Par Value</u>  | <u>5,574,942,121</u>   |
| <u>Amount of Debt Outstanding</u> | <u>P42,341,235,111</u>   |
11. Indicate the item numbers reported herein: 2

**Item 9. Other Events**

Please be advised that the following persons have been promoted and appointed as officers of Aboitiz Equity Ventures, Inc. (AEV):

*1. Stella Olive R. Socalit - from Assistant Vice President - Corporate Finance to Assistant Vice President-Talent Management*

Ms. Socalit has been with AEV as Assistant Vice President - Corporate Finance from 2004 until 2009. She was also Assistant Vice President - Corporate Finance of Aboitiz and Company, Inc. (ACO) until April 2009. She holds a Bachelor of Science degree in Business Administration and Accountancy from the University of the Philippines.

*2. Riella Mae Christa D. Baguio - from Accounting Manager to Assistant Vice President-Corporate Finance*

Ms. Baguio has been with the Aboitiz Group for more than ten years holding various accounting positions. She was Accounting Manager of various companies including ACO and AEV from 2005 until her promotion to Assistant Vice President - Corporate Finance in 2010. Ms. Baguio is a graduate of Bachelor of Science in Accountancy (Magna Cum Laude) from the University of San Carlos and obtained her Masters in Management major in Business Management from the University of the Philippines - Visayas, Cebu.

*3. Ronaldo S. Ramos - new hire as Assistant Vice President - Business Risk Management*

Mr. Ramos has extensive experience in risk management, audit, internal controls and information security. Before he joined AEV, Mr. Ramos was Senior Manager - Risk Advisory Services of KPMG Philippines - Manabat Sanagustin & Co. He was also Operations Auditor of Petron Corporation from August 2002 to March 2006 and Audit and Business Advisory Services of SGV & Co., an affiliate of Ernst & Young Global, from December 1999 to August 2002. Mr. Ramos is a graduate of Bachelor of Science in Accountancy from De La Salle University

*4. Edgar Z. Dapiton - new hire as Assistant Vice President - Insurance Risk Management*

Prior to joining AEV, Mr. Dapiton was a consultant for Swiss Reinsurance Company (Swiss Reinsurance) of Zurich, Switzerland. He was also Regional Risk Manager of the Philippine Branch of Swiss Reinsurance for Business Continuity Management (BCM) for Southeast Asia in 1996 to 2003. From 1995 to 1996, he was Head of Risk Management and Underwriting of Citytrust Banking Corporation seconded to the Citytrust Insurance Brokers. Mr. Dapiton is a graduate of Civil Engineering from Mapua Institute of Technology.

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

Date: January 8, 2010