

COVER SHEET

C E 0 2 5 3 6

S.E.C. Registration Number

A B O I T I Z E Q U I T Y V E N T U R E S , I N C .

( 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

G O V . M A N U E L C U E N C O A V E .

K A S A M B A G A N , C E B U C I T Y

( Business Address: No. Street City / Town / Province )

LEAH I. GERALDEZ

Contact Person

(032) 411-1804

Company Telephone Number

1 2 3 1

Month Day

Fiscal Year

1 7 - C

FORM TYPE

0 5 1 8

Month Day

Annual Meeting

Secondary License Type, if Applicable

S E C

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

X

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

\_\_\_\_\_

LCU

Document I.D.

\_\_\_\_\_

Cashier


STAMPS

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 3, 2011**  
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**  
Province, country or other jurisdiction of incorporation
6.   
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 September 30, 2010)
<b>Common Stock P1 Par Value</b>	<b>5,521,871,821</b>
<b>Amount of Debt Outstanding</b>	<b>P91,593184,789</b>
11. Indicate the item numbers reported herein: 9

**Item 9. Other Events**

Aboitiz Equity Ventures, Inc. (AEV) has appointed JACKSON O. SOTINGCO as Assistant Vice-President for Insurance Risk Management.

Before joining AEV, Mr. Sotingco was a Risk Management Manager of SN Aboitiz Power companies. He was previously connected with JG Summit Group of Companies/Unicon Insurance Brokers Corp. as Underwriting/Risk Management Manager and with San Miguel Corporation as Risk Management Associate. He started his career in the field of

insurance as an underwriter at Federal Phoenix Assurance & Co. and has had more than 15 years of experience in risk management and insurance.

Mr. Sotingco is a graduate of Bachelor of Science in Civil Engineering from De La Salle University.

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 3, 2011