

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 )

CATHERINE R. ATAY

Contact Person

(032) 411-1800

Company Telephone Number

Current Report

1 2 3 1

Month Day

Fiscal Year

1 7 - C

FORM TYPE

0 5 1 6

Month Day

Annual Meeting

Secondary License Type, if Applicable

S E C

Dept. Requiring this Doc

Amended Articles Number/Section

10,425

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. July 1, 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 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 March 31, 2011)
<u>Common Stock P1 Par Value</u>	<u>5,521,871,821</u>
<u>Amount of Debt Outstanding</u>	<u>P 96,206,117,391</u>
11. Indicate the item numbers reported herein: 9

**Item 9: Other Events**

Aboitiz Equity Ventures, Inc. (AEV) has appointed Atty. Joseph Y. Tugonon as Assistant Vice President – Tax Management Services for AEV's Legal and Corporate Services Department.

Atty. Tugonon has extensive experience and training in the field of corporate taxation. He joined AEV in 2003 as Associate General Counsel and was promoted to Senior General Counsel in 2006. Before joining AEV, Atty. Tugonon was connected with the Legal Division of the Bureau of Internal Revenue.

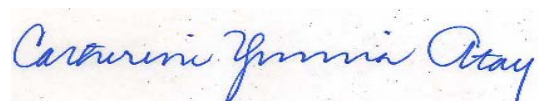
Atty. Tugonon is a graduate of Bachelor of Laws from University of San Carlos and earned his degree in Bachelor of Arts major in Political Science from the same school.

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

A handwritten signature in blue ink that reads "Catherine Yumina Atay". The signature is written in a cursive style and is positioned above the printed name and title.

**CATHERINE R. ATAY**

Assistant Corporate Secretary

Dated: July 1, 2011