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## **De Ocampo Named New PUC President, Sees More Proactive and Dynamic Confederation**

A portrait of Col. Rodolfo T. De Ocampo, a middle-aged man with dark hair, wearing a dark suit, a blue striped shirt, and a blue and white striped tie. He is smiling slightly and looking towards the camera.

**N**ew Port Users Confederation (PUC) president Col. Rodolfo T. De Ocampo (Ret.) sees a more proactive and dynamic years ahead for the PUC, even as he prepares the largest confederation of port users associations in the country to face the bigger challenge of the ongoing customs industry reforms and the integration of the ASEAN economy in 2015.

Sworn into office by Bureau of Customs (BOC) Deputy Commissioner for Enforcement Group Ariel Nepomuceno on January 30, 2014 at the Diamond Hotel, De Ocampo took his oath of office on a positive note. He vowed to lead the confederation of associations of truckers, cargo forwarders, customs brokers, importers/exporters, customs bonded warehouse operators and arrastre service providers to far greater heights during his term.

In his inaugural speech, De Ocampo welcomed the changes in the confederation, even as he thanked outgoing PUC President Dominador de Guzman and the rest of the PUC leadership for entrusting to him the confederation.

"I am deeply touched by the trust given to me by the outgoing PUC President Dominador de

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## De Ocampo Named New PUC President Sees More Proactive and Dynamic Confederation

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Guzman and the rest of the PUC leadership to lead the confederation." De Ocampo said, adding that, "And as I accept the challenge to lead the PUC, we must all work hard together to realize our vision of a more dynamic and proactive confederation."

De Ocampo talked of expanding the confederation, not only numerically but geographically as well saying, "Our concerns in the major ports could just as well be the concerns of port users in the other ports. We must, therefore, expand our services, if only to be responsive to the needs of port users across the nation." De Ocampo said

He also stressed the need for customs stakeholders, particularly the PUC members to be upbeat on issues affecting the industry. "We cannot afford to stay on the side lines amid all the changes happening around us. We have to be sensitive and be able to adapt to all these changes." The new PUC President said.

In particular, De Ocampo mentioned the on-going reforms in the BOC and the importance for the PUC to support the Bureau's transformation. "We also have a new leadership in the Bureau of Customs. To help realize the government's vision of a truly reformed BOC, we must be supportive of its cause, even as we will also protect and promote the interest of ports users." De Ocampo said, adding that "We must co-exist with the BOC as industry partners."

He also underscored the changes that may have to be adapted by the confederation in view of the forthcoming im-

plementation of the ASEAN Integrated Economy in 2015. "We must prepare ourselves for the implementation of the ASEAN Economic Community (AEC) in 2015." De Ocampo said. He emphasized the need for the PUC to redirect some of its initiatives towards meeting the demands of a single ASEAN market, if only to be globally competitive.

Amidst all his plans and aspirations, De Ocampo called on the PUC members to rally behind the confederation's call for truly investor and user friendly ports in the country. "The years ahead may be full of challenges for the confederation. But with the PUC community's full support for our cause and programs, we should be able to ride the waves." De Ocampo stressed.

A former military officer who received several awards and commendations for his outstanding accomplishments, exemplary conduct and leadership, De Ocampo, who strongly adheres to professionalism at the workplace, has extensive experience in both the war and administrative fronts. He took up Masters in Business Administration (MBA) at the Ateneo De Manila University and several other military trainings both here and abroad. While in the military, he was assigned to various positions/units in both field and administrative operations.

On September 21, 1987, after 20 colorful years in the military, De Ocampo resigned to manage his trucking business. He would later lead the Confederation of Truckers Associations of the Philippines (CTAP) when he was elected as its President in February 2002. CTAP is a confederation of 21 truckers groups in the country. He would lead CTAP till 2008. Today, De Ocampo sits as CTAP's Chairman.

During his CTAP Presidency De Ocampo established a training program for drivers to raise the ethical standards and level of professionalism in the trucking industry. Policies on the strict observance of road safety were instituted to safeguard truck personnel from highway accidents. He was also actively involved in the implementation of the government's Clean Air Act in the transport industry.

De Ocampo's work experience in both the government and private sectors are indeed, marked with remarkable milestones. Thus, on September 17, 2010, President Benigno Aquino III appointed him as private sector representative of the trucking industry to the Road Board.

And today, even as De Ocampo still sits as a member of the Road Board and, even as he is still actively involved in improving the country's trucking industry as CTAP Chairman, he looks

at the opportunity to lead the PUC an interesting challenge, in light of the reforms now happening in the industry, both locally and globally.

As an active member of *Ang Ligaya ng Panginoon*, a church based organization that helps to spread the word of God, De Ocampo is guided as a leader, with his faith in God and strong moral foundation.



BOC Deputy Commissioner for Enforcement Group Ariel Nepumoceno (extreme left) swears in Col. Rodolfo T. De Ocampo (Ret.) as new PUC President. Looking on are PUC officials from left, Julita Lopez, Noemi Saludo, Atty. Oscar Sevilla and outgoing PUC President Dominador De Guzman



Outgoing PUC President Dominador De Guzman (right) hands over the PUC flag to incoming PUC President Col. Rodolfo T. De Ocampo (Ret.)



The family and guests of PUC President Rodolfo T. De Ocampo. (Seated: from left to right) De Ocampo's wife Marilou, daughter Michelle and family friend Robie Laguda. (Standing: from left) De Ocampo's son Alexander, Col. Rodolfo T. De Ocampo (Ret.) and guest Badong Laguda.