

PACITA U. JUAN  
Philippines

Born to a family of entrepreneurs, Pacita started selling chocolates when she was only eight years old. Throughout school she would venture into various buy and sell businesses and after college she and friends set up a coffee shop outside campus, called "Sa Plato".

Years after, she ventured into showbiz and set up an entertainment lounge again with some college friends. In 1993 she again put up a business with friends, this time into a coffee shop named FIGARO Coffee Company. After 15 years at its helm and making FIGARO almost a household name, she now has moved to a bigger undertaking, taking on the Philippine Coffee Industry by the horns and looking forward to the country's self sufficiency in coffee by 2015.

Ms Juan has always been a serial entrepreneur always looking for opportunities where there is crisis or challenge. Now even in entrepreneurship, she has niched into SOCIAL Entrepreneurship, a new field still untried by many. This is a field she has chosen to develop by founding small businesses with a social cause. The latest in her ventures is ECHOstore, a store espousing sustainable living through organic, environment-friendly products and artisanal crafts made by cultural communities from all over the country.

She also is very active in organizations such as the Management Association for the Philippines (MAP) and the Institute of Corporate Directors (ICD). She sits as Director in the following NGOs: Peace and Equity Foundation, Philippine Coffee Board Inc. and Nayong Pilipino Foundation.

She usually speaks in international conferences such as APEC Women Leaders Network and Global Summit of Women and has represented the Philippines in the Organization of Women in International Trade (OWIT) and in the Economic Opportunities for Women in Asia and the Pacific (EOWAP) among other speaking engagements in the region.