



BUREAU OF CUSTOMS

MAKABAGONG ADUANA, MATATAG NA EKONOMIYA

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PROFESSIONALISM INTEGRITY ACCOUNTABILITY

10 August 2023

CUSTOMS MEMORANDUM CIRCULAR

NO. 130 - 2023

**TO : ALL DISTRICT AND SUB-PORT COLLECTORS
ALL OTHERS CONCERNED**

**SUBJECT : APPOINTMENT OF MR. NORIAKI HIRAKATA AS THE NEW
CHAIRMAN OF THE BOARD OF THE MITSUBISHI MOTORS
PHILIPPINES CORPORATION (MMPC)**

This has reference to the herein attached letter dated 17 July 2023 from Atty. Imelda M. Abadilla-Brown, First Vice-President, Corporate Division, Mitsubishi Motors Philippines Corporation (MMPC), informing the Bureau of Customs on the appointment of Mr. Noriaki Hirakata as the new Chairman of the Board of the Mitsubishi Motors Philippines Corporation.

The main responsibility of the Chairman of the Board, MMPC, is to oversee the implementation of the business plans by the Executive Management Committee, MMPC, to solidify the position of the brand as a market leader in the Philippines. It is important to note that the management of the day-to-day operations of MMPC will remain as the responsibility of the President and Chief Executive Officer, MMPC.

For records purposes, please confirm the dissemination of this Circular throughout your offices within the fifteen (15) days from receipt hereof.

For your information and guidance.



BIENVENIDO Y. RUBIO
Commissioner

el AUG 14 2023



cmc No. 130 - 2023

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MITSUBISHI MOTORS PHILIPPINES
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Economic Zone, Santa Rosa, Laguna, 4026
P.O. Box 39940, Laguna, Philippines
Tel: (632) 8 948-9999, (6349) 530-9999
www.mitsubishi-motors.com.ph

CC-23-073098

July 17, 2023

MR. BIENVENIDO Y. RUBIO

Commissioner, Bureau of Customs
G/F OCOM Bldg, 16th St. South Harbor
Port Area, Manila
Philippines 1018

7/25
3:50

RE: Appointment of Mr. Noriaki Hirakata, Chairman of the Board of MMPC

Dear Commissioner Rubio,

Greetings.

Mitsubishi Motors Philippines Corporation (MMPC) would like to officially inform you of the appointment of Mr. Noriaki Hirakata as Chairman of MMPC Board of Directors effective July 1, 2023.

The strategic appointment reflects MMPC's stronger commitment to enhancing corporate governance and driving sustainable business growth. As Mitsubishi Motors Corporation (MMC) shifts its focus towards the Philippines, MMC also aims to firm up mid to long-term business plan for Philippine market to ensure the continuous success of the brand in the country.

Mr. Hirakata is concurrently holding the position of Assistant Executive Officer in MMC. He is responsible for Corporate Strategy Management in Tokyo Head Office which will allow him to perform closer coordination between MMC and MMPC to guarantee smooth execution of business plans for the Philippines.

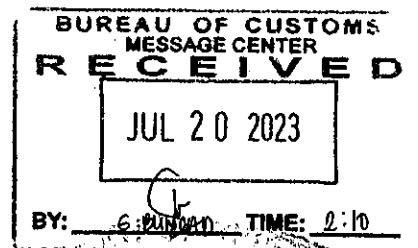
As MMPC Chairman of the Board, Mr. Noriaki Hirakata's main responsibility is to oversee implementation of strategic business plans by the Executive Management Committee in order to further solidify the brand's position as market leader in the Philippines. On the other hand, the management of the day-to-day operations of the company will remain to be MMPC President and CEO's responsibility.

We will appreciate the usual support and cooperation always extended by your office.

Thank you.

Very truly yours,

ATTY. IMELDA M. ABADILLA-BROWN
First Vice-President, Corporate Division
Mitsubishi Motors Philippines Corporation



Cc: Atty. Edward James A. Dy Buco, Deputy Commissioner, Bureau of Customs
Atty. Danny J. Mella, Chief, Export Coordination Division, Bureau of Customs

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2023