

Meralco's smart energy solutions power Manila's newest smart city



Aseana City, the 204-hectare masterplanned community, is the newest "smart city" to rise in the metro. Aseana is envisioned to become a technologically advanced business, tourism and entertainment hub, powered by Meralco's total energy solutions.

Prime locators drawn to Aseana City's accessibility and viability

Strategically located in south of Manila bounded by Roxas Boulevard on one side and Manila Bay on the other, Aseana City is shaping up to be one of the most in-demand real estate developments in the metro. A number of BPO firms have already set up shop in Aseana One, and currently, key establishments are enlisting prime land parcels to put forward the city's viability.

"Putting together a complete community within Aseana City is a strategic move. Mixed-use areas, establishments, and locators, powered by Meralco's total energy solutions, were purposefully assembled to advance a sustainable city that will cater to all lifestyles," adds AHI's Wenceslao.

These key locators include the Department of Foreign Affairs Passport Plaza, retailer S&R, Ford and Subaru showroom and offices, Blue Leaf Events Pavilion, Tune Hotel, learning establishments such as King's International School of Manila (operated by British School Group) and Singapore School of Manila. Residential buildings such as Solemare Parksuites and Monarch Parksuites will add to AHI residential developments Aseana Greenway, Aseana I, II, III and IV, Aseana Residences and Aseana Town Center.

Boosting accessibility of Aseana City are key national transportation development projects—the extension of the existing LRT Line 1 from Baclaran to Bacoor, Cavite, the Manila-Cavite Toll Expressway (CAVITEX), and the construction of the elevated NAIA expressway linking the South Luzon Expressway to NAIA 1, 2, and 3 to Aseana City.

According to Genuino, Meralco shares Aseana Holdings Inc.'s vision of empowering Filipinos to shape a world-class economy and standard of living through innovative energy lifestyle solutions. "We want to help Aseana achieve its mission of creating sustainable city-scale real estate developments that complement and contribute to the local community and national development."

A new "smart city" is set to rise in the metro, and is anticipated to bring together the country's most efficient technology and power solutions in one master planned community. Real estate developer Aseana Holdings Inc. (AHI) envisions its flagship development—the 204-hectare Aseana City— to be Metro Manila's technologically advanced business, tourism and entertainment hub, powered by the total energy solutions of the country's largest electric distribution utility, Meralco.

According to Delfin "Buds" Wenceslao, Managing Director of AHI, "The Philippines is poised to grow even more in the coming years, and the development of Aseana City is AHI's response to address and manage the demands of a rapidly expanding economy."

"We are looking at following and hopefully, topping the success of multi-use development projects in Hong Kong and Singapore— countries which have maximized the use of smart cities, eventually leading to strong employment and business appeal," adds Wenceslao.

Smart energy solutions for new smart city

Smart cities are defined as developed, urban areas that create sustainable economic development & provide a high quality of life. Globally, the number of smart cities being developed is rapidly rising, with some of the most prominent ones including Songdo, South Korea; Masdar, United Arab Emirates; Rio de Janeiro, Brazil; Barcelona, Spain; and London, England. In fact, according to BBC News, "By year 2050, it is estimated that 75% of the world's population will live in cities." There is clear demand for smarter solutions and innovations, particularly in basic public amenities such as infrastructure, transportation and utilities.

Plans for the digitization of Aseana City's transportation information service, traffic control systems and information kiosks are in place. The developer has also put forward innovative tactics for public safety and security, including CCTV cameras, license plate detectors & electronic surveillance machines. These will be monitored by an Integrated Operation Center (IOC), the core infrastructure of a smart city. Wenceslao said that this system "will allow the immediate identification of incidents and rapid response from concerned agencies."

In order to effectively provide and anticipate power requirements of the city and its emerging community, AHI has called on Meralco's services at this early stage in Aseana City's 10-year development plan. According to Victor Genuino, Meralco Vice President and Head of Corporate Business Group, "A smart city requires smart and total energy solutions. Beyond ensuring sufficient energy supply, we are also providing Aseana City developers, locators and tenants Meralco's brand of innovative services and best-in-class customer service."

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- Delfin "Buds" Wenceslao
Aseana Holdings Inc.
Managing Director

Meralco is set to develop two 115kV-34.5kV Gas Insulated Substations (GIS) for Aseana City, with an estimated Php2.2 Billion construction cost. The Aseana 1 GIS is set for commissioning by 2017, and will comprise an initial set up of two 115kV Lines and one 83 MVA Power Transformer Bank. The bigger station— Aseana 2 GIS— will have a final set of up to three 115kV Lines, three 83 MVA Power Transformers, underground 115kV sub-transmission lines and 34.5kV distribution lines. Aseana 2 GIS will be completed by 2021.

In addition, Meralco is also pushing forward its Peak/Off-Peak Program (POP) to provide value-add for Aseana business tenants. POP is the utility company's rate program that provides customers an option to shift operations to off peak-hours (Monday-Saturday 8am to 9pm and Sunday 6pm to 8pm), when cost of electricity is lower than the regular rates. This is particularly advantageous for BPO companies that have already started to move in to the recently completed commercial building Aseana One.



Meralco and AHI top officials gathered in a strategic planning meeting to provide smart energy solutions to the metro's newest smart city, Aseana City. In photo from left to right are: Joy P. Mendoza, Meralco Corporate Relationship Manager; Froilan J. Savet, Meralco Senior Manager and Head of Network Asset Planning; Ma. Cecilia M. Domingo, Meralco AVP and Head of Private Sector Relationship Management; Baldomero N. Guisala, Meralco SAVP Networks Planning and Project Management; Victor S. Genuino, Meralco VP and Head of Corporate Business Group; Alfredo S. Panlilio, Meralco SVP and Head of Customer Retail Services and Corporate Communications; Oscar S. Reyes, Meralco President and CEO; Delfin J. Wenceslao, Aseana Chairman; Delfin "Buds" Wenceslao, Aseana President and Managing Director; Remus Retuerma, Aseana Estate Operations Manager; Nemesio Miag-ao, Aseana Project Manager; Rodel Mallari, Aseana Project Management and Development Control Manager; Eric Garcia, Aseana VP Engineering; and Gilbert C. Valle, Meralco Corporate Relationship Manager.