

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

NINETEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 7070



Introduced by Representative Joseph Gilbert F. Violago

EXPLANATORY NOTE

Though a national of Pakistan, Mr. Faiz Sheik has, consecutively over 25 years, worked and lived in the Philippines – imbibing the ideals, values, and the culture of the Filipino people.

He first came to the Philippines in 1991 to take his master's degree at the Asian Institute of Management and during that time met, fell in love, and later wed a Filipina, Nerissa Madrona Fernando, whom he took to live with him in Karachi, Pakistan for her to see his culture and get to know his parents. After one year they decided they both missed and loved the life in the Philippines and saw it as the place they would like to raise their future children. They made Manila the home of their family, invested in businesses, work and the focus of their ventures as entrepreneurs.

Initially in the corporate world Mr. Sheik was one of the first to be brought on board by Ford Motor Company in 1997 to help bring in the Ford brand to the Philippines. He was responsible for finding and selecting the Dealer partners, set up the network, create the marketing strategy and launch the company and its products successfully. His work helped create thousands of jobs and he successfully continued in this role for five years until he ventured out to invest in his first company in the Philippines called Brand On Demand that would cater to the marketing needs of companies such as his former employer.

The establishment of Brand on Demand Corporation in 2004, which primarily does business consulting, events management, digital content creation and social media marketing, the clients of which are both local and multinational companies such as Google Asia Pacific, Google Australia, Google Japan, Google Philippines, YouTube Asia Pacific, YouTube Philippines, Nissan Philippines, Ford Asia Pacific, Ford Philippines, Mazda Philippines (Berjaya Auto Philippines), Bank of the Philippine Islands, Ayala Malls, and Ayala Land, meant the creation and grooming of a large team of Filipino talent that could provide specialized marketing services at an international standard. His company is now recognized as the leading automotive marketing firm in the Philippines and one of the best marketing firms in Asia.

The success of Brand on Demand Corporation led to investment opportunities in additional fields and the second company, Equipment Rental and Setup Services Incorporated, was established, which does events setup such as staging, backdrop, event décor, modules production also for both local and multinational companies. This - as well as the development of a large network of suppliers and fabricators - led to the creation of hundreds of jobs, providing livelihood and growth opportunities to both small and medium entrepreneurs and companies.

The third company he formed is 4DSR a tech company, which engages in virtual event technical production, livestreaming, digital application programming and other digital related services. 4DSR, together with Brand On Demand, is now recognized as a pioneer in Livestreaming and Virtual events and is engaged by global and regional offices of Google and YouTube as their outsourced offshore editing and streaming partner. It is a matter of pride that the all Filipino team flies to different countries in Asia Pacific to render services in a field previously dominated by firms in Singapore and Hong Kong.

He has worked alongside his wife and their Filipino partner, Martin Rodolfo Cruz, for the last 20 years to build a group of companies that services local multinational, regional and global companies, showing that a company established in the Philippines and run by Filipinos can successfully compete and be recognized in the Global arena.

He has mentored and groomed his team over the last 20 years to take the helm and he is now Chairman of all companies, and his wife is the CFO and Head of HR and Administration, both shifting their roles to guiding and investment while their team of homegrown talents takes the companies further.

Mr. Sheik and his wife have worked together not only as life partners but as a foundation for building world class companies from home grown talent and helping partner suppliers become organized, raise their standards and grow. Many suppliers they started with 20 years ago are still their partners and the people in the On Demand Group of Companies have been there with them for almost two decades. They have practiced the values of fairness, nurturing and loyalty in line with Filipino values of family and bayanihan and are responsible and productive resident and citizen of this country. They have brought up their only child with the same values and she is carving her own path in KPMG London, one of the world's top consulting firms.

While the granting of Filipino citizenship is a privilege bestowed by the State for this confers the person all the rights and duties of a Filipino, it is therefore humbly sought the same privilege be granted – with the concurrence of the members of Congress – to Mr. Faiz Sheik, who has proudly imbued in himself and his family the values of the Filipino people, contributed to the economy, and touched the lives of many.

With the foregoing, the passage of this bill is most humbly and earnestly sought.



JOSEPH GILBERT F. VIOLAGO

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AN ACT GRANTING PHILIPPINE CITIZENSHIP TO FAIZ SHEIK

Be it enacted by the Senate and the House of Representatives of the Philippines in Congress assembled:

SECTION 1. Mr. Faiz Sheik is hereby granted Philippine citizenship with all the rights, privileges and prerogatives, and is likewise vested with the duties and obligations appurtenant thereto.

SECTION 2. Mr. Faiz Sheik shall take the Oath of Allegiance to the Republic of the Philippines before an officer duly authorized to administer the same. The Oath of Allegiance shall be registered with the Bureau of Immigration.

SECTION 3. Upon registration of the Oath of Allegiance, the Bureau of Immigration shall issue a Certificate of Naturalization to Mr. Faiz Sheik who shall thereupon enter into the full enjoyment of Philippine citizenship.

SECTION 4. This Act shall take effect fifteen (15) days after its publication in the *Official Gazette* or in a newspaper of general circulation.

Approved,