



INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

PHILIPPINES

CARLO EDMUND C. CALIMON

Company: Triple C Management Consultancy

Role: President

Target market covered: Philippines

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Carlo Calimon is a dynamic entrepreneur, innovation advocate, and startup mentor driving inclusive growth through entrepreneurship. He is the Co-founder and President of StartUp Village, a top incubator/accelerator in the Philippines, and a global mentor for Google Launchpad and AMEN.

A recognized thought leader, Carlo was named among the Top 100 Filipinos on LinkedIn (2024) and the 100 Most Influential Global Marketing Leaders by the World Marketing Congress. His over 20 years of experience in the MSME and startup development has helped him build a diverse network in government and private sector. His on ground experience helps in providing mentorship and advise for market entry and value proposition alignment for companies entering the Philippines.

Expert summary for companies:

- Market-entry strategy and buyer positioning for Philippines
- Market Linkage and buyer connections in the Philippines
- Partner, distributor, and pilot project introductions
- Sales readiness review and local value proposition refinement
- Support during export missions and buyer meetings

Sector expertise

- Smart city solutions
- Digital government / e-governance
- AI and data solutions
- Smart mobility and logistics/Sustainability
- Health tech
- Cleantech and circular economy
- GovTech / public-sector digitalisation
- Education technology
- MarketTech

TYPE OF SUPPORT PROVIDED

Triple C Management corporation can support the enterprise in various areas mentioned above. The 3 strongest areas are in Lead Generation, Export Mission as well as Support during local Meetings and Marketing/Localization Support. Triple C Management corporation specializes in these areas given its extensive experience on the ground working with both private and government organizations.

AREAS WHERE WE CAN SUPPORT ICC COMPANIES

- Market readiness assessment
 - Business model review
 - Market-entry strategy
 - Sales strategy
 - Pricing / commercial model advice
 - Marketing and localisation advice
 - Partner search
 - Distributor / reseller search
- Buyer mapping
 - Lead generation
 - Investor / ecosystem introductions
 - Export mission preparation
 - Support during local meetings
 - Follow-up after buyer meetings
 - Risk, compliance, or local business culture advice

TARGET CUSTOMER AND NETWORK ACCESS

Triple C Management has connections across the country especially in the areas of Government, MSMEs, Universities, Industry Associations, Investors and as well as Accelerators.