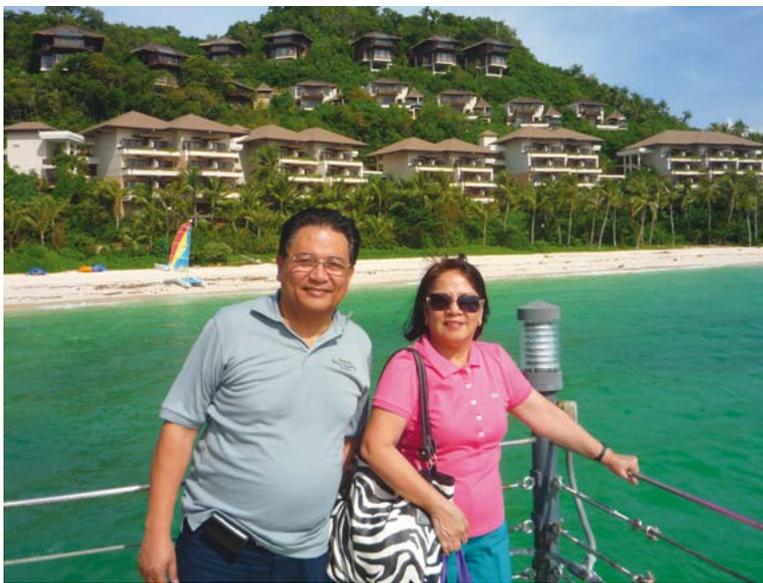


AFGM stalwart looks to the future

Together with Leslie Struys, Peter M Javier is fondly described as 'the last of the Mohicans', these two personalities having been closely associated with the ASEAN Federation of Glass Manufacturers since the organisation's creation in 1977. Following Glass Worldwide's recent appointment as official journal to the AFGM, John Wallis reviews the career and thoughts of this leading representative of the glass industry in South East Asia.



Peter and Celia Javier have been married for 44 years.

Formerly an influential glass container producer in his home city of Manila, today Peter M Javier represents some of the industry's leading suppliers in the Philippines, while maintaining a pivotal role in the continued success of the ASEAN Federation of Glass Manufacturers.



Peter has been associated with the glass industry since 1962.

Having graduated from university with a BSc in chemical engineering, a masters degree in business administration and a diploma in glass technology, Peter joined local glass container producer, Union Glass. The first international project of Shin Toyo (now Toyo Glass), Union Glass began operations in 1962, producing widemouth and narrow neck flint and emerald green containers for alcoholic and carbonated beverages. In 1977, the company became affiliated to Owens-Illinois Inc.

Peter Javier joined the business in 1962 as a quality control technician, later becoming a supervisor, then head of quality control. Subsequently, he served as head of batch and furnace/cold end/decoration, before managing forming, hot end maintenance and mould shop operations. His elevation through the management ranks at Union Glass

included spells as Production Manager, Plant Manager, Vice President of Operations and finally, President and Chief Operating Officer.

Sadly, Union Glass closed in 1992 but the business had played a central role in moulding Peter's professional and personal life. In addition to developing a life-long association with the glass industry, the company was responsible for bringing Peter together with his wife Celia, who worked there in an administrative role. They have now been married for 44 years, with three children.

Apart from spending time with his family, Peter enjoys reading (both fiction and non-fiction), listening to a wide variety of music and watching a diversity of films and TV features. As delegates to the annual ASEAN Glass Conference will confirm, he is also a keen golfer.

He has been a Rotarian since 1977 and retains an involvement with the local village association. The USA is among the family's favourite destinations, where a daughter, a sister and several other relatives reside.

GLASS INDUSTRY REPRESENTATION

In addition to his work at Glasmate Inc, Peter Javier is currently Secretary General of the Glass Manufacturers Association of the Philippines Inc (GMAPI) and for 2011-2012, Secretary General of the ASEAN Federation of Glass Manufacturers (AFGM). Established in 1975, GMAPI is the local glass industry organisation, representing one flat glass and six container producers. Peter has played an active role since 1982, when he started to represent Union Glass. He was Chairman from 1985 to 1993 and has been Secretary General since 1994.

The ASEAN Federation of Glass Manufacturers is the glass industry's regional representative body, affiliated to the ASEAN-CCI and representing glassmakers in Indonesia, Malaysia, the Philippines, Thailand and Vietnam. Peter Javier is a past Chairman and has been Secretary General for three separate terms. The Chair rotates among member AFGM countries every two years and Peter was elected to the role in 1986-1987. "I was immensely honoured and thankful for the opportunity" he recalls.

As Secretary General, Peter manages the AFGM's administrative and communications requirements. He is responsible for documenting the proceedings of Council meetings and the Plenary Session of the annual conference. In essence, the AFGM promotes the exchange of information among the regional industry 'clubs' and through >

PERSONALITY PROFILE

its work programmes, provides the facility collectively to address issues and concerns that affect the industry.

Peter works closely with current AFGM Chairman, Rene Cabrera, who he describes as bringing the dynamism of youth and the wisdom accumulated over several years in the glass industry. "Every Chairman has made a valuable contribution to the betterment of the AFGM" he suggests, emphasising their importance in maintaining the organisation as an active and relevant entity in the glass world.

CHANGING TIMES

According to Peter Javier, the region's glass industry has changed significantly in terms of technology, productivity and resources, including human resources, in the past 50 years. Interestingly, however, despite the fragile state of the Philippines economy throughout much of this period, the country was somehow shielded from the effects of

the latest global recession. "Catering primarily for domestic demand, local glassmakers were not adversely affected" Mr Javier contends. Conversely, more export-led countries in the region fared less well.

"Recovery will be country specific, depending on the growth of each country's economy" he suggests. "Exports will also be highly dependent on the recovery of economies outside the region."

Throughout the world, Peter Javier contends that regional demographics will continue to be a major concern for all glassmakers, especially those with a global presence. "Whatever their products,

all glassmakers must be cognisant at all times of shifting consumer/user preferences and continuously growing concerns to preserve mother earth... it's how it should have been then and how it must be now!"

Similarly, he believes that the greatest potential for glass lies in the development of products that are considered environmentally helpful and not wasteful of resources. He also supports the suggestion that a greater exchange of information between glassmakers and suppliers can help in the development of products that match market needs. "I think relationships have changed depending on prevailing company policies, ownership and focus, as well as the personalities involved. My company (Glasmate Inc) represents several suppliers to the local glass industry and my involvement with the AFGM has certainly provided valuable opportunities for liaison."

Whether in South East Asia, Europe or elsewhere throughout the world, the AFGM Secretary General contends that glass industry trade bodies provide an essential outlet through which individual entities can be heard. "As well as being effective



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Peter works closely with current AFGM Chairman, Rene Cabrera.



Together with Leslie Struys, Peter Javier is fondly described as 'the last of the Mohicans'.

vehicles for the advocacies of manufacturers to reach governments, if led properly, they can also serve as effective links between suppliers and glassmakers. The industry must be willing to identify with and support whatever advocacies are considered beneficial, however."

He also says that *Glass Worldwide* can provide an avenue for information exchange in the glass world.

VIETNAM CALLS

The annual ASEAN Glass Conference has figured strongly in the international glass industry calendar for many years, drawing a wide cross-section of glass manufacturers and the industry's suppliers alike. It offers the possibility to meet one's peers and keep up-to-date with various aspects of the industry, providing "a valuable opportunity to meet the glassmakers of AFGM and

neighbouring countries (as well as competitors) in a multi-level, friendly and relaxed setting" suggests Peter Javier. "In the region's culture, socialising is an integral part of networking."

This year, the 36th ASEAN Glass Conference will be staged in Vietnam, providing the first opportunity for many attendees to experience and explore the AFGM's latest national addition. "The meeting will provide members of the Vietnam Glass Association the opportunity to host an annual conference, as well as meeting their neighbours" says the AFGM's Secretary General. "I expect Vietnam to make it a conference worth complimenting." ■



Peter Javier (second from left), with other AFGM dignitaries at the 35th ASEAN Glass Conference.



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'Glass for a Safer and Greener Life'
 36th ASEAN GLASS CONFERENCE
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FURTHER INFORMATION:
 Peter M Javier, Glasmate Inc, Manila, the Philippines
 tel: +63 2 671 3213
 email: glasmate@pltdtssl.net

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