



## **VISION**

## We think ahead to stay ahead

East West Placement Center, Inc. shall be the undisputed leader in the country's Recruitment Industry by continually providing our clients with world-class service and competent workforce, by constantly upgrading its facilities and systems and by strengthening ties with our clients.

East West is an advocate of the Filipino worker and believes in his innate capabilities and his desire to work, and we intend to bring the Filipino worker to every corner of the world – to make him more competitive in the global market.

## **MISSION**

# Empowering man to work

East West Placement Center Inc. recognizes the global need for employment. We want to provide our clients with world-class, personalized service and to provide Filipinos the opportunity to work overseas. To achieve this we aim to:

- Continually provide our clients with Filipinos who are competent, reliable and dedicated.
- Help the Filipinos enhance their competence thereby raising the competitiveness of the Filipino workforce.
- Attain all the requirements of our clients in the shortest possible time.
- Constantly work alongside with government agencies in ensuring the welfare of our clients and workers.

## **BRIEF HISTORY**

East West Placement Center, Inc. is duly authorized and licensed by POEA under license no.

## POEA-198-LB-121322-R

to recruit, hire and process manpower for its accredited foreign principals.

EWPCI's operation is computerized. In 1993, it had developed Its own proprietary system to manage the entire manpower recruitment process dubbed the Recruitment Management System (RMS). Both the POEA and the Royal Embassy of Saudi Arabia recognize the fact that it was the first of its kind to be implemented in a recruitment agency in the Philippines.

In 2012, RMS was replaced by Interactive Recruitment Information Systems (IRIS) since its inception in 1993; the company has deployed thousands of workers and to date, has been consistently ranked by POEA having the highest deployment. The table below shows the tabulation from POEA.

FIGURE 1: Table of deployed worker and deployment ranking per year

YEAR	DEPLOYED	RANKING
1994	2,690	3
1995	1,968	5
1996	2,747	5
1997	4,139	1
1998	2,882	2
1999	4,895	1
2000	2,086	4
2001	2,787	1
2002	4,743	1

2003	3,288	1	
2004	2,015	7	
2005	4,180	2	
2006	10,479	1	
2007	11,315	1	
2008	11,208	2	
2009	6,051	1	
2010	8,588	1	
2011	7,173	1	
2012	9,415	1	
2013	8,545	1	
2014	10,264	1	
2015	6,540	1	
2016	4,010	5	
2017	3,255	7	
2018	1,903	40	
2019	2,738	25	
2020	504		
2021	725		
2022	913		
2023	144,227 (MONTH OF DECEMBER)		
TOTAL	144 227		

FIGURE 2: Deployment Chart per Branch (Year 2023)

MONTH	MANILA	CEBU	CDO	BUTUAN	BUTUAN	TOTAL
January	67	10	7	-	-	84
February	63	12	8	-	-	83
March	62	17	48	-	-	127
April	83	6	8	-	-	97
Мау	218	32	30	-	-	280
June	50	4	0	-	-	54
July	67	2	15	7	-	110
August	127	32	28	16	-	203
September	116	20	32	19	-	187
October	171	54	18	20	5	268
November	162	44	20	32	18	276
December	119	24	32	14	25	214
Total	1305	276	246	108	71	1,983
Percentage per Branch	66%	14%	12%	5%	2%	100%

EWPCI has extensive experience in acquiring skilled manpower for a variety of industries. Figure 2 shows deployment figures from various industries and specializations.

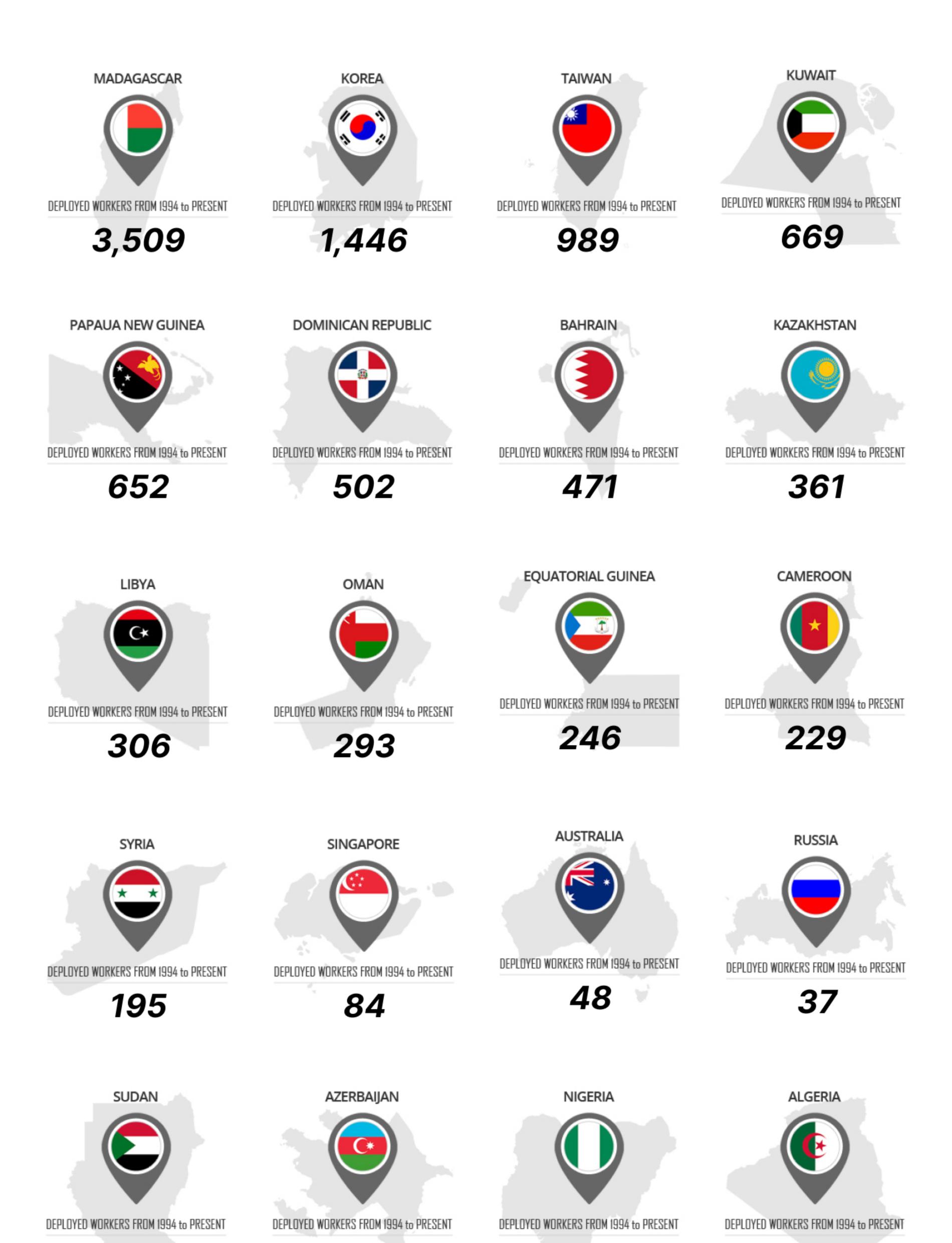
FIGURE 3: Number of deployed workers per industry

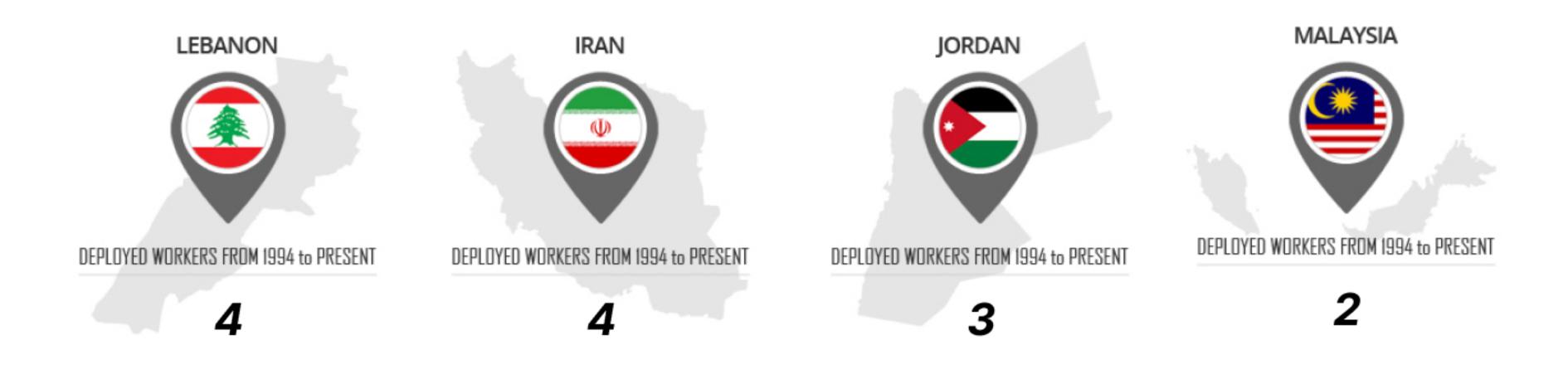


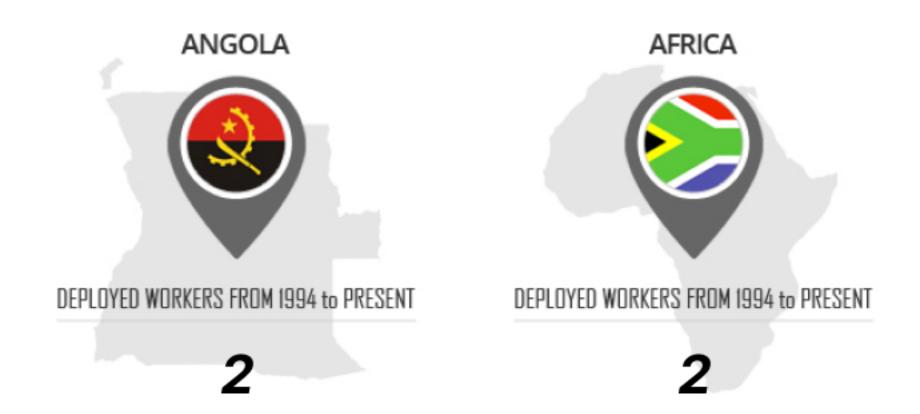
The company has been deploying manpower not only to the Middle East but also to various other countries in the world. EWPCI is working towards globalization and will soon focus on other continents as well. The table below shows the deployment figures by country.

FIGURE 4: Number of deployed workers per country









## **FACILITIES**

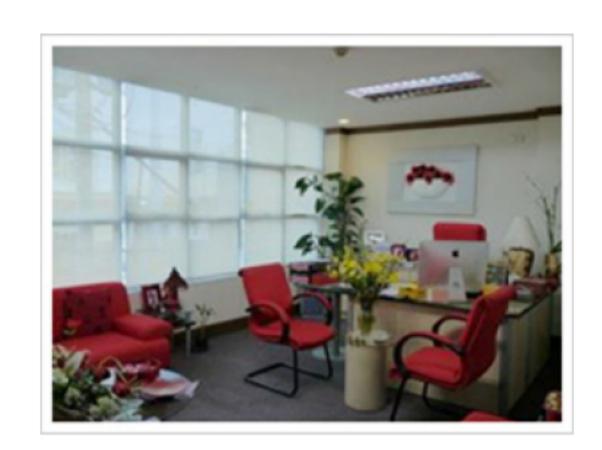
To support the company's constant growth, new facilities are continuously being developed and implemented, enabling us to provide effective service to both clients and applicants.

#### **CORPORATE HEAD OFFICE**

The four-story office building is located at the heart of Makati City and houses the various administrative and support facilities.

The head office has 7 spacious client interview rooms with a 150-person sitting capacity applicant waiting area. The Briefing Room allows interviewers to conduct applicant exams, orientations and seminars. The ground floor allows 8 to 10 in-house Technical Evaluators to conduct interviews comfortably with an ample waiting room for applicants.

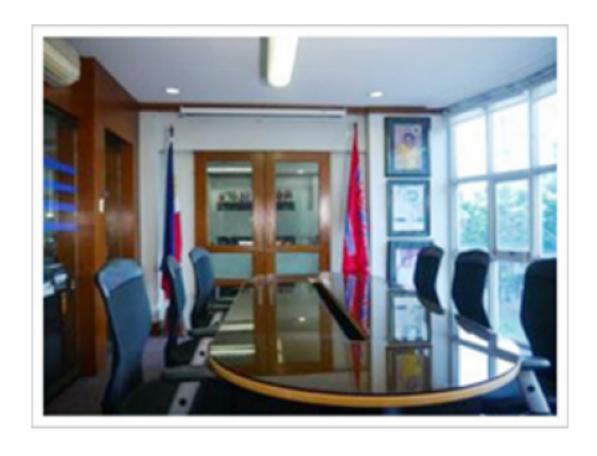




The Chairman's Office

**Main Office Directory** 

The President's Office



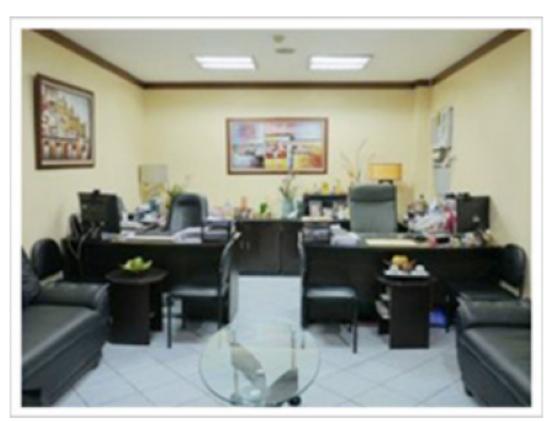
**Conference Room** 



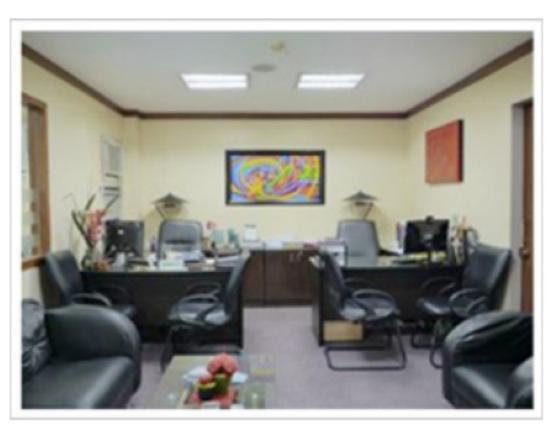
The Secretariat



**Client's Interview Area** 



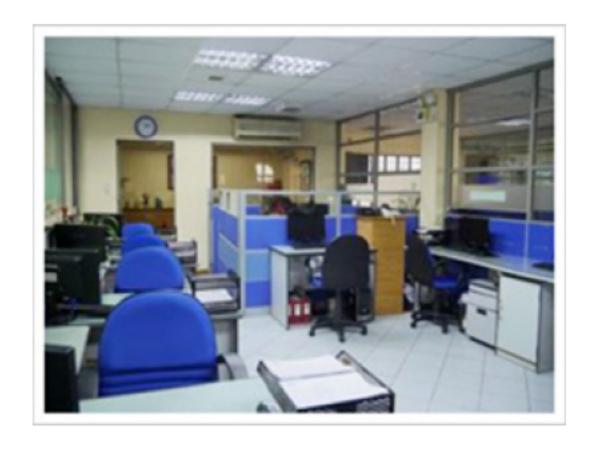
Operations & Processing Manager's Room



Executive Assistant & PRM Office



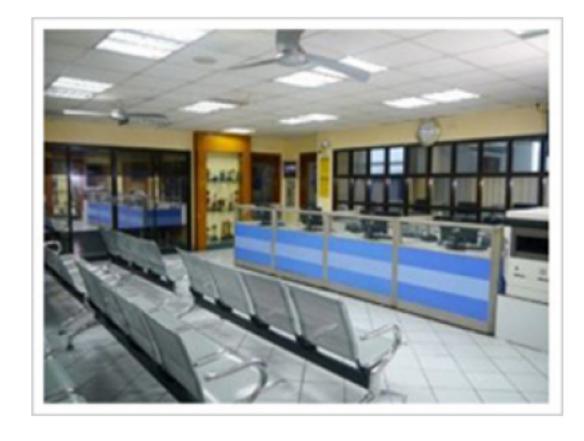
**Treasurer's Office** 



**Accounting Department** 



**Engineering Department** 



**Interview Waiting Area** 

#### **CORPORATE HEAD OFFICE**

East West maintains three strategically-located branch offices in the Philippines to give applicants convenient access to our services: Cebu City, Cagayan de Oro City and Butuan City.

Most applicants coming from remote provinces cannot afford to come to Manila to apply for work or attend client final interviews. They can report to the branch office nearest them. Clients also have the option of going to the branches to conduct interviews.



MAKATI HEAD OFFICE

Cebu Branch Office

Cagayan de Oro Branch Office

Butuan Branch Office

Davao Branch Office

Branches are connected to the head office in a wide-area network enabling them to access and update the central database on real-time. Up-to-date applicant information from branches is instantaneously made available to the entire company.

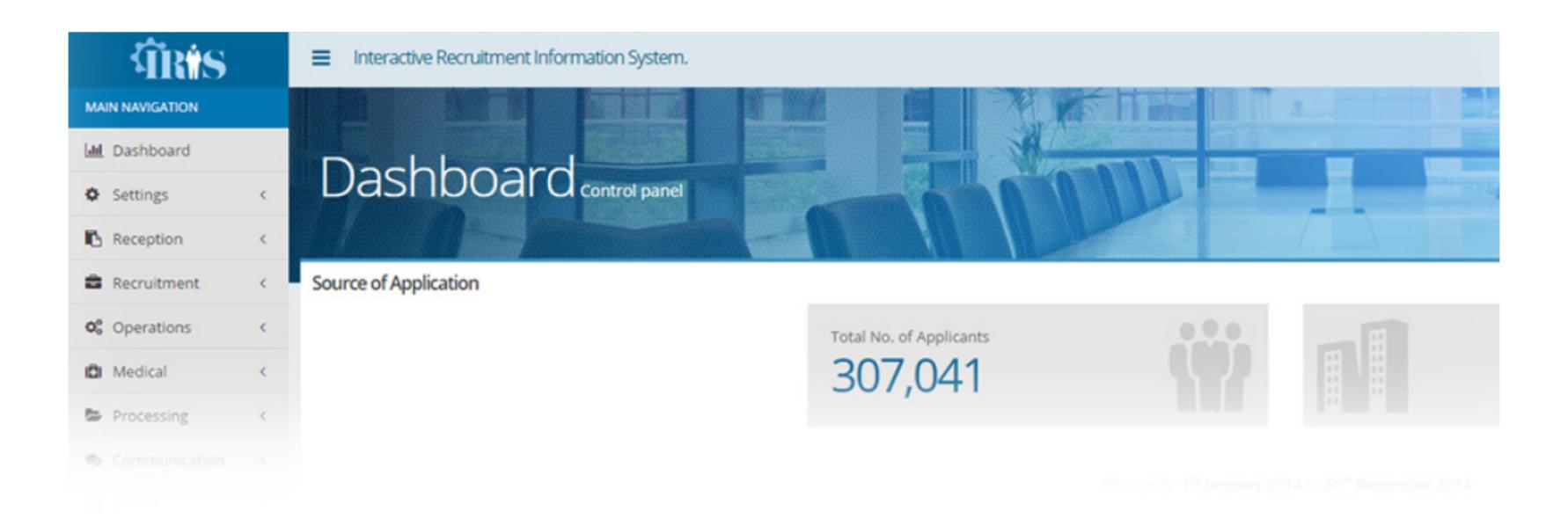
International Branch: East West Human Resource Center Ltd is located at Dhaka, Bangladesh that provides manpower to clients of EWPCI. East West recognizes the scarcity of skilled workers and the growing demand by employers for skilled categories. East West has designed solutions targeting specific client requirements and is taking pro-active steps to recruiting.

## **ACCOMODATION FOR APPLICANTS**

For many applicants coming from the provinces outside Manila, lodging is one of their primary concerns. To help them with this problem, East West is providing FREE ACCOMODATION to trainees, applicants waiting their final interview and selected applicants who are being processed for deployment. The lodging unit located near the head office in Makati has a capacity of 200 persons.

## **INFORMATION SYSTEM**

#### INTERACTIVE RECRUITMENT INFORMATION SYSTEM (IRIS)



The company's information system is the key to providing fast, accurate and reliable service. Its network of over 200 computers is protected by a comprehensive virus defense system, spam filter and firewall.

The IRIS is a fully-integrated database system of thousands of resumes maintained for reference and mobilization.

This system manages information from all stages of the recruitment process, from recruitment to pre-screening to processing to deployment. Utilizing the IRIS, the processing time has been dramatically cut down.

IRIS also involves the interactive part of workers. Through this system workers easily interrelate through their recruitment needs. Job alert that matches their qualification has been automatically sent to workers by the system. Workers can simplify their attendance to the interview schedule.

Leveraging on the proliferation of mobile phones, recruitment personnel now utilizes SMS (Short Messaging System) broadcasting through IRIS to communicate with most applicants.

This facility allows staff to send SMS to and receive SMS from applicants thru the Internet. Response thru SMS is faster, thus making for a more efficient mobilization process.

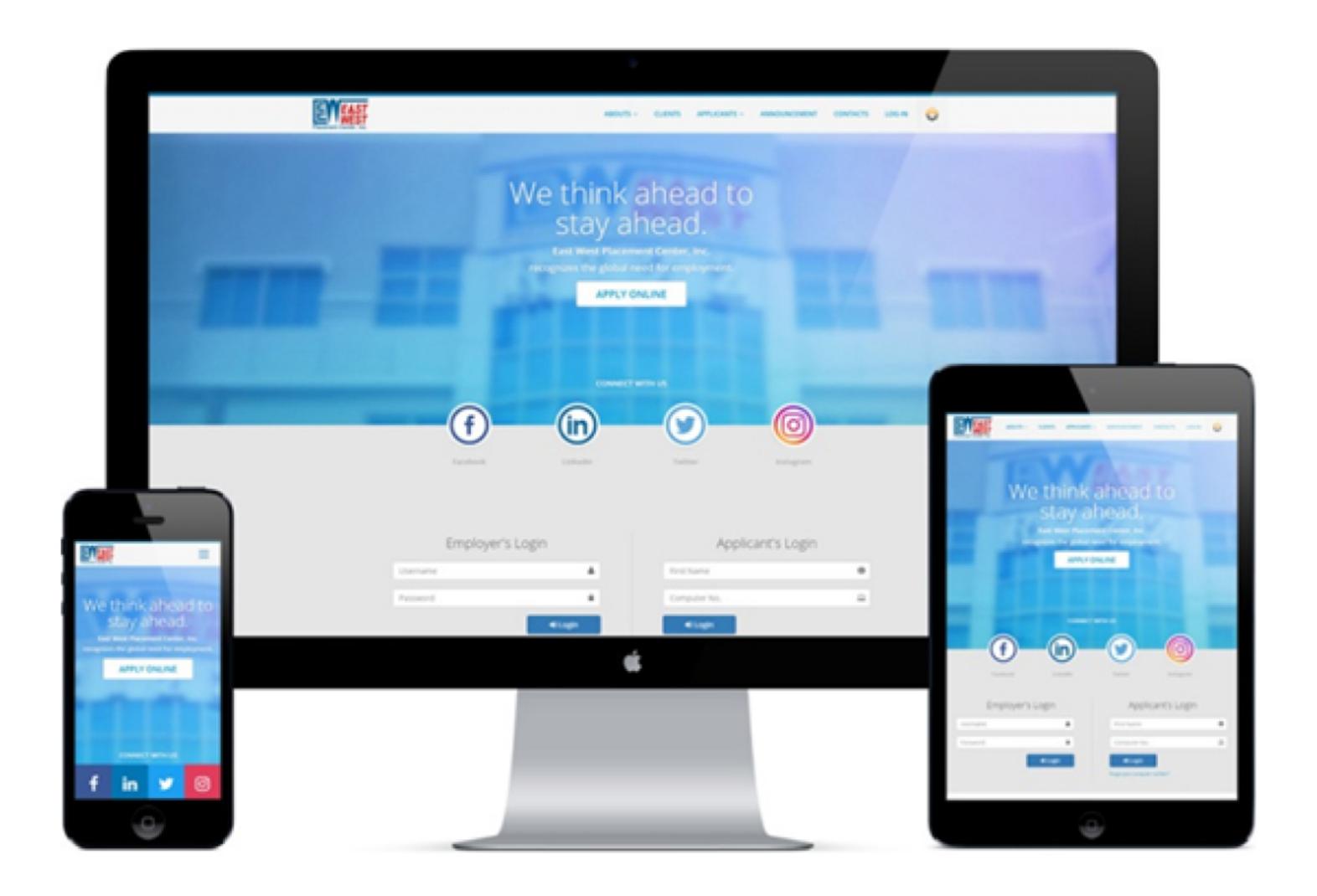
#### **MANAGEMENT INFORMATION SYSTEM (MIS)**

These features in IRIS allow the management and senior managers to keep track the progress & lapses of responsible workforce of different functions from mobilization to deployment.

#### **WIDE ARE NETWORK**

All branch offices are connected to the head office network thru VPN (Virtual Private Network), which enables branch computers to access the main database (IRIS) and update it on a real-time basis. Applicant CVs and photos from the main servers are also directly accessible from any branch office.

#### **WEBSITE**



www.eastwest.com.ph

The website allows applicants to view current requirements and clients to view available categories. Clients can also download requested CVs thru the website. It will later be redesigned to become interactive and integrated to the IRIS, which is currently undergoing extensive redevelopment itself.

With the advent of the interactive website, clients will be able to register and post job orders or update their manpower requirements online and download applicant CVs and access our database of CVs. They will be able to view various reports pertaining to progress, visa utilization, PTA, deployment notification and schedule, workers personal (201)

file and final mobilization. Clients will even be able to post complaints, queries and comments online. It is policy to respond to all client queries within 12 hours upon receipt thereof.

Applicants can see updated requirements, can apply and verify their application status or update their resume online, observe interview schedule and track selection result. Applicants will also be able to activate or deactivate their resumes.

#### WELFARE'S HELP DESK

To provide our applicants and/or deployed workers, EWPCI created an Applicant Assistance Support Ticket System with an URL address <a href="www.welfare.eastwest.com.ph">www.welfare.eastwest.com.ph</a>. A unique ticket number is generated to every assistance support needed This ticket number can be used to track the progress and responses online. The system provides complete archives and history of all support requests. A valid email address is required to submit a ticket.

#### INTERNET VIDEO CONFERENCING

Employers may conduct their interviews from the comfort of their own offices in their home countries thru Internet video conferencing using Skype. Skype are revolutionary internet video conferencing software that allows you to interview applicants thru a web cam.

Skype is a proprietary voice-over-Internet Protocol (VOIP) service and software application this service allows users to communicate with peers by voice, video, and instant messaging over the Internet. Calls to other users within the Skype service are free of charge. This Make Video Conference an efficient way to interview small group & long distance applicants.

Our Video Conference facilities is equip with High Definition Camera, Big Screen Monitor & state of the art audio system, this experience more realistic & clearer interview. With internet video conferencing, you don't have to leave your office to conduct interviews. Contact us to find out how to setup this facility in your company.

#### **FILE STATION**

File Station is one the Company's proud features where the Employer can download or upload CV's, documents of the Applicants from our File Station using an URL address of www.fs.eastwest.com.ph.

### RECRUITMENT PROCESS

## MAN POWER RECRUITMENT

First stage of the Recruitment Process were the Client's needs for Manpower with specific Category for their Company with accreditation from POEA and a valid VISA

## JOB ADVERTISEMENT

Announcement posted by the Company in a newspaper, Website, Social Media and other medium about a job vacancy like flyers and tarpaulins that people can apply.

## SOURCING OF APPLICANTS

Sourcing of applicants comes from our Databank, Newspaper Ads, Flyers, Job Portals, Website and Social Media Site.

## INITIAL INTERVIEW / PRE-SCREENING

To examine or interview an applicant based on his qualifications, age, educational attainment and work experience and to eliminate unsuitable applicant before selection. It includes hands-on and computer exams if needed.

## **SELECTION**

Acquiring the suitable applicants by Direct Interview from Employers Representative, CV Sending and Final Recruit, it can be also thru Skype Interview from Employer.

## JOB OFFER

An invitation from an employer to give you a job, the job offer contains salary offer and discussion of work.

## DOCUMENTATION

This is a process for submitting your NBI, Passport, Medical and Authentication of Documents according to profession.

## **PROCESSING**

This is a procedure for Visa Stamping, Application of OEC and requesting of ticket.

## **DEPLOYMENT**

The last stage of the Recruitment Process were you successfully finished the recruitment process

## **SERVICES**

#### **MOBILIZATION**

The company maintains a large computerized database of applicants for easy reference. After being notified by the principals we can immediately mobilize by searching this database. Additional pooling is also achieved through various media advertisements, provincial recruitment, agent-assisted recruitment, direct hiring, and through our Total Manpower Solution. We constantly pool applicants whether there are requirements or not. Our dedicated and specialized technical mobilizing team is constantly recruiting on field.

#### TRADE TEST

The company has technical and medical evaluators who can pre-screen the applicants. For trade testing, we rely on our internationally certified affiliate testing centers. Currently, we employ TESDA, Miescor, Executive and PhilAsia to provide us with trade testing services. After the new corporate office of EWPCI is constructed, trade testing will be conducted in-house.

#### **PRE-SCREEN**

EWPCI is staffed with qualified Technical Evaluators with long experiences in the Middle East. If the client sends representatives, the number of applicants we normally pre-screen and lineup is 3 times the number that they require, unless otherwise specified by the client.

#### **SELECTION**

EWPCI has a highly qualified technical team who can perform the selection of workers in behalf of the clients.

Most of our clients prefer that we conduct the selection for them. The company takes full responsibility for the qualifications of each worker that it selects.

#### **PROBATION**

We allow our clients to place our workers on three months' probation to give our clients adequate time to evaluate them on-site. EWPCI will take full responsibility for the repatriation of any worker selected by EWPCI deemed by the client not qualified or not medically fit, unless the client himself selected the worker.

#### TRAVEL DOCUMENTS PROCESSING

EWPCI also assists in the processing of the applicants' documents, like their passports, NBI, medical, Driver's
License from Land Transportation Office (LTO) or Bureau of Land Transportation, Transcripts of Records, Diploma
to their respective University or College to be authenticated at Commission on Higher Education and PRC ID to
Professional Regulatory Commission (PRC) to Department of Foreign Affairs and their respective Embassy and the
likes, to expedite their deployment. This is hastened by the assistance of our Liaison Officers to various
institutions and government offices.

#### **REPORTS**

EWPCI regularly sends its clients various weekly reports to help them monitor the progress of the recruitment. We also answer all client queries within a span of 24 hours after receiving such queries.

After a project's completion, the company submits a final report to the client, which indicates visa and ticket utilization with the corresponding applicant names and the date of deployment.

In the future, all these reports will be available to our clients anytime through our interactive website. Queries and other correspondences can be facilitated in the website.

#### **DEPLOYMENT NOTIFICATION**

The workers' flight schedules are forwarded to their respective employers three days in advance. Employers are immediately notified of any changes. EWPCI also notifies the employers of the categories, salaries, blood groups and the workers' uniform and shoes sizes, among other things.

#### WELFARE

The company has had a Legal & Welfare Section since 1999 to address our relations with the deployed workers on a more personal level. Our pre-departure orientations impart to the workers how to manage employer-worker problems or disputes to keep it from escalating. We urge our workers and clients to directly relate all matters to our Legal & Welfare section so that we can personally expedite the resolution.

Our future facilities will allow clients and workers to have a Chat session with our Legal Advisors regarding legal matters.

#### **AIRLINE TICKETS**

The clients may either send the PTA or LPT (EWPCI purchase the tickets locally in their behalf). We can acquire the tickets here directly from the various airlines affording our clients more favorable rates and booking privileges.

#### **VACATIONER SERVICE**

For a minimum fee, EWPCI can process all the requirements of workers – i.e. clearances, ticket – who come home for vacation to ensure that their return to work will be on schedule.

#### **SALARY DISTRIBUTION**

For a minimum fee, EWPCI can facilitate the distribution of the workers' salaries to their accounts here.

#### **UNIFORMS AND SAFETY GEARS**

EWPCI can also purchase here, in behalf of the client, the workers' uniforms, hand tools and safety gears, and the likes

#### **HOTEL FOR CLIENTS**

EWPCI maintains corporate accounts in various first-class hotels at discounted rates which clients may avail to get a 40% – 50% discount.

#### **AIRPORT**

EWPCI has Public Relations Officers to assist our clients in their accommodations and chauffeured service to and from the airport.

#### **DEPLOYMENT PERIOD**

EWPCI requires a lead-time of 30-45 days for deployment of required workers.

Selection	10 to 20 days	POEA Clearance	3 to 5 days
VISA Stamping	3 to 10 days	Flight Schedule	5 to 10 days

#### **SERVICE FEE**

EWPCI will confer an optimum fee depending on the type of service desired by the Client to their full benefit and satisfaction and to the acceleration of the recruitment process.

## **AWARDS**



From its humble beginnings in 1993, East West has since quantum leaped to become the biggest recruitment company in the Philippines

- Best Reliable Manpower Agency (National Awards) Year 2021
- Top Job Provider Year 2019, 22th Charter Day of Valenzuela City
- Top Job Provider Year 2018, 21th Charter Day of Valenzuela City
- Top Job Provider Year 2017, 20th Charter Day of Valenzuela City
- POEA Top Performer Year 2002
- Highest Deployment of Land based Workers 2002
- Top Recruitment & Employment Center
- Most Outstanding International Manpower Agency for 2003, 18th Annual National Consumers Excellence Awards
- Outstanding International Manpower Agency for 2003 from the Family & Consumers Choice Awards
- Top International Manpower Agency for 2003 in the 20th Annual Year-Ender Excellence Awards
- Outstanding Service International Manpower Agency in the 19th Annual National Consumers Excellence Awards
- Top Recruitment & Employment Agency for 2004 by the People's Choice Awards
- Best Recruitment and Employment Agency for 2004
- Most Outstanding Recruitment and Employment Agency for 2004 in the 2004 Philippine Buyers' Choice Awards
- Top Recruitment and Employment Agency of the Year for 2004 in the 21st Annual Year- Ender Excellence Awards
- No. 1 Employment Agency in the 2004 National Shoppers' Choice Annual Awards
- Outstanding Service International Manpower Agency in the 20th Annual National Consumers Excellence Awards
- · Most Outstanding Recruitment & International Placement Agency in the 2005
- · Best Recruitment and Employment Agency in the 2005 Products and Services Excellence Awards
- Outstanding Recruitment & Employment Agency in the 12th Annual Asia-Pacific

- Excellence Awards
- No. 1 Recruitment & Employment Agency in the 2005 Philippine Business Excellence Awards
- Best International Placement Agency in the 2005 National Product Quality Excellence Awards
- Top Recruitment & Employment Agency for 2005 in the 23rd Annual National Consumers Quality Awards.
- Top International Placement Center in the 2005 Brand Champions Awards
- Most Outstanding Engineers Placement Agency in the 2005
- No. 1 Recruitment & Employment Agency in the 2005 People's Brand Awards.
- Most Outstanding Overseas Placement Agency for Skilled Workers by the Philippine Quality Awards
- POEA Top Performer for 2005 in the Agency Performance Awards 2005
- Outstanding International Manpower Agency in the 21st Annual Parangal ng Bayan Excellence Awards
- Outstanding Customer Service for Recruitment & Employment Agency by the Philippine Awards for Customer Service Excellence held in Hotel Rembrandts, 2015

## **AWARDS**

Aside from local Awards & Recognition East West Placement Center gather several recognitions from its Clients.

- 2006 Certificate of Performance from Savola Group
- 2007 Second Performance Appointee from Daewoo Group
- East West Placement Center Certificate of Appreciation from Saudi Aramco
- East West Placement Center Cebu Branch Certificate of Appreciation from Saudi Aramco
- 2009 East West Placement Center Certificate of Appreciation from Saudi Binladin Group
- 2013 East West Placement Center Certificate of Appreciation from Gas Arabian Services

## OTHER RECOGNITIONS

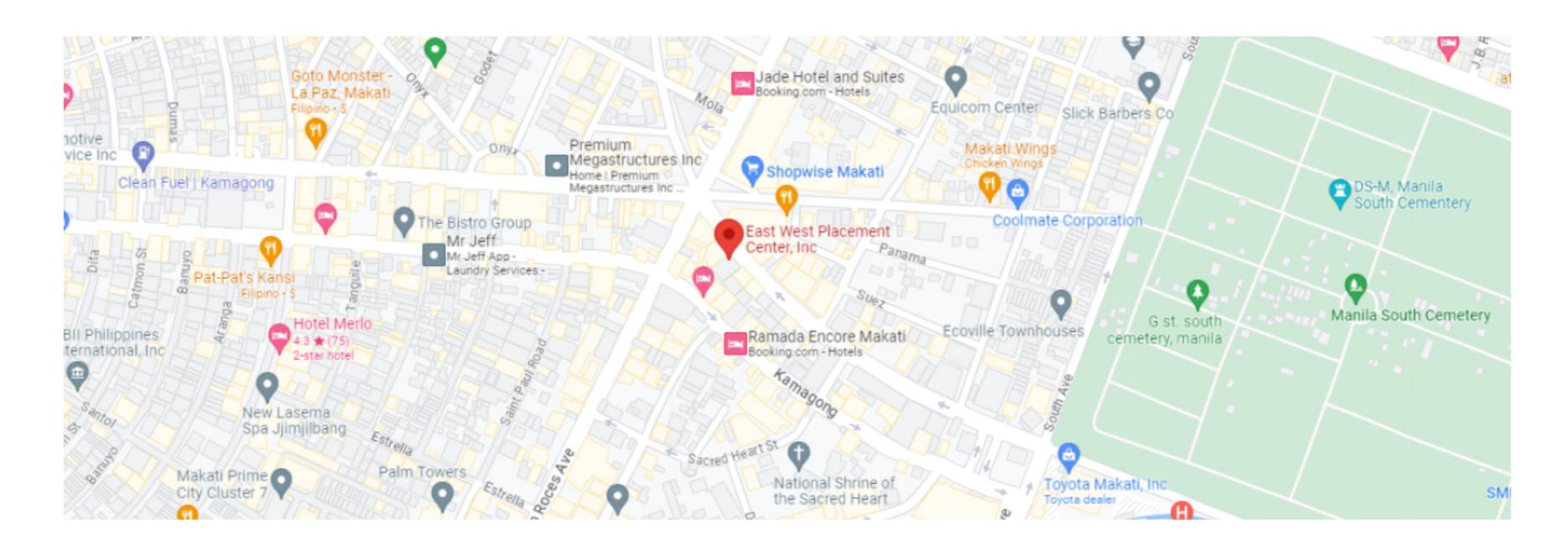
- Special Commendation from POEA for pioneering and sustained efforts in the electronic system of submission
  of contracts (E-submission) resulting to a faster and efficient documentation of overseas Filipino workers. The
  award was given during the 2005 Agency Performance Awards.
- Presidential Award of Distinction and Ministerial Citation conferred to Consolidated
- Contractors International Company WLL, Saudi Oger Ltd. and Global Petroprojects Services AG in the 2005
   DOLO International Employers Awards held at the Manila Hotel.
- Ministerial Citation conferred to Pool Arabia in the 2005 DOLO International Employers Awards held at the Manila Hotel.
- DOLE/ OWWA
- Plaque of Appreciation for our continuous support to the government's Medicare Program for the OFWs. Former
   First Lady Loi Ejercito gave this award in June 2000 at the OWWA Building, Pasay City.
- OFW News Around the Globe Plaque of Appreciation for our sincere efforts and exceptional work in effective deployment of OFWs.
- Best Employer Award for East West's foreign principals Saudi Oger, Ltd., Belleli Saudi Heavy Industries Ltd. and Daelim Heavy Industries Saudi Arabia, given by DOLE/POEA at the Sheraton Hotel, Riyadh, Kingdom of Saudi Arabia.
- Award of Distinction and the DOLE International Employer Award for Saipem A.G. / Global Petroprojects during
  the First International Employers Awards 2000, with ceremonies held at the Manila Peninsula, Makati City and
  at the Malacanang Ceremonial Hall (Presidential Palace), Manila City. Philippine President Gloria MacapagalArroyo gave this award.

## **MAJOR CLIENT LIST**

- · ABDULLAH A. AL BARRAK & SONS CO.
- AL JAZIRAH VEHICLES AGENCY COMPANY
- · AL MAJAL SERVICE MASTER
- · AL NAHDI HOLDING COMPANY
- · AL NAHDI MEDICAL COMPANY
- · AL SAAD GENERAL CONTRACTING
- · AL SUWAIDI INDUSTRIAL SERVICES CO
- · AL YUSR TOWNSEND & BOTTOM CO. LTD.
- · ALMABANI GENERAL CONTRACTORS
- · ARABIAN CONSTRUCTION COMPANY
- ARABIAN INTERNATIONAL COMPANY –
   FOR STEEL STRUCTURE
- · ARABTEC UAE
- ARCHIRODON CONST. COMPANY
- · BRANCH OF AL MAWARID MANPOWER CO
- · CONSOLIDATED CONTRACTORS COMPANY
- · DAELIM SAUDI ARABIA COMPANY LIMITED
- DEPARTMENT OF HEALTH AND MEDICAL SERVICES (DOHMS)
- EL KHAYYAT RED BRICK FACTORY
- · EL SEIF ENGINEERING CONTRACTING CO
- · FAWAZ ABDULAZIZ
- · FREYSSINET, SA
- GULF ASIA CONTRACTING COMPANY,
   LLC
- · HUTA HEGERFELD SAUDI LIMITED
- · JOANNOU & PARASKAVAIDES OVERSEAS LTD
- · KAHRAMAA (QATAR GEN ELECTRIC & WATER) DHL SAUDI ARABIA
- · KENTECH INTERNATIONAL LIMITED (UAE)
- · KENTZ GROUP
- · LARSEN & TOUBRO ATCO SAUDI LLC
- MADINA GROUP
- · MAWARID FOOD COMPANY
- · MEED HOLDINGS COMPANY
- · MUEEN RECRUITMENT COMPANY
- · NABORS ARABIA COMPANY LIMITED
- · NASSER S. AL-HAJRI CORP.
- · OBRASCON HUARTE LAIN INTERNATIONAL
- · PETROFAC ENGINEERING & CONST.
- · PETROLEUM, CHEMICALS AND MINING CO
- · PRINCE SALMAN BIN ABDULAZIZ AL SAUD
- · QATAR GAS
- · QATAR PETROLEUM
- · SAFARI GROUP CO. LTD
- SAKHAA GOLDEN COMPANY
- · SAMSUNG C&T ENGINEERING
- · SAUDI BINLADEN GROUP
- SAUDI ELECTRICITY COMPANY
- · SAUDI MEDICARE
- · SAUDI OGER LTD.
- · SAVOLA GROUP PANDA
- · SEPAM MIDDLE EAST W.L.L



## **CONTACT US**



#### WHERE ARE WE

#### **MAKATI HEAD OFFICE**

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Facebook Page: www.fb.com/eastwestplacementcenter
Website: http://www.eastwest.com.ph

#### **CEBU BRANCH OFFICE:**

3/F D. Jakosalem Street, Barangay Day-as, Cebu City Contact Nos.: +63905.459.1192; +63928.823.2623 Email Address: mylene.ruelo@eastwest.com.ph

#### **CAGAYAN DE ORO BRANCH OFFICE:**

Rm. 207-208 2nd Floor, P&J Bldg., Tiano Brothers cor.
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Contact No.: +63935.517.3799

Email Address: waren.jimenez@eastwest.com.ph

#### **BUTUAN BRANCH OFFICE:**

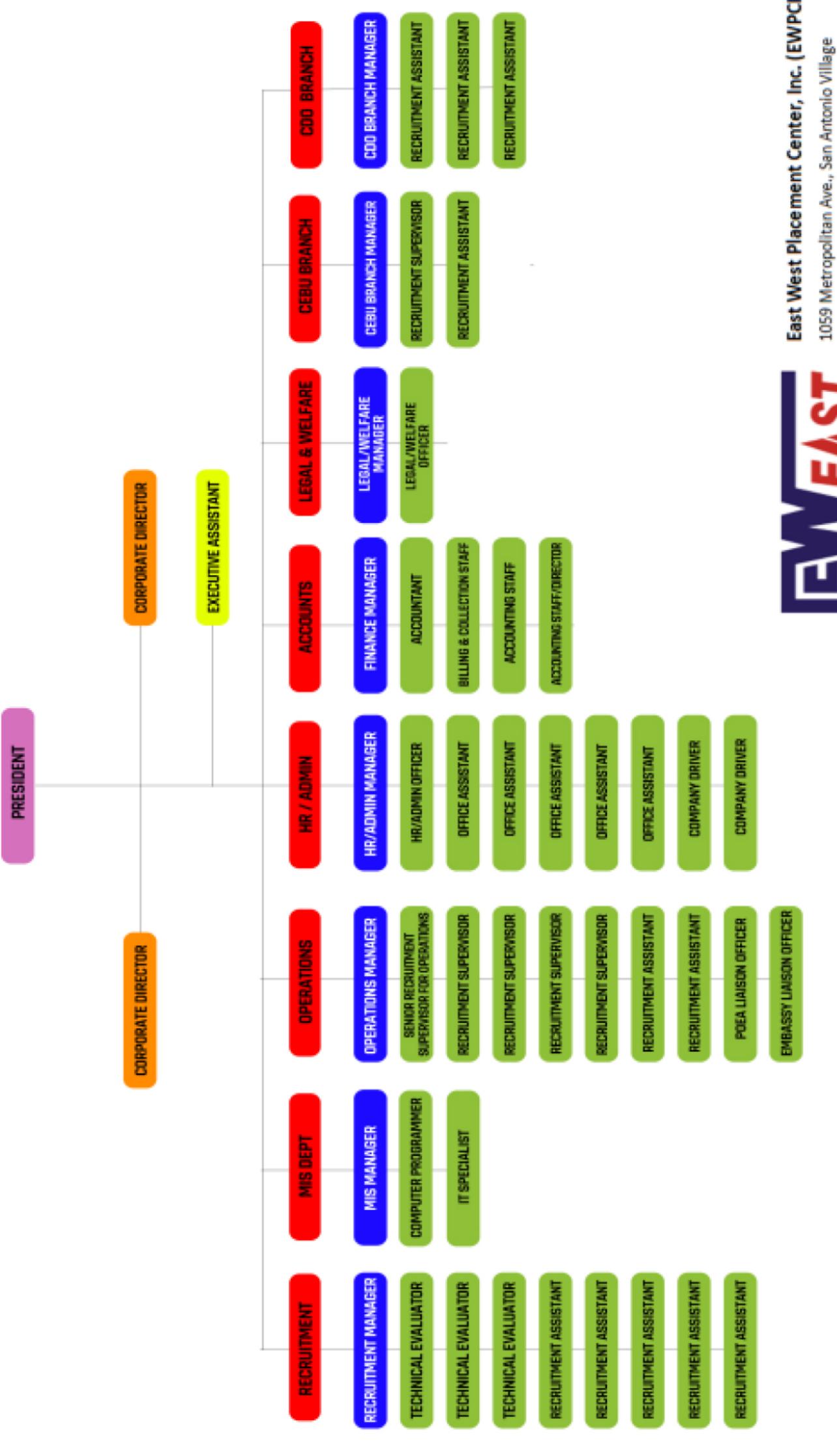
168 Pag-ong Building, 5th Street, Guingona Subdivision, Brgy. J.P Rizal,
Butuan City, Agusan del Norte

Contact No.: +63917.157.3135

Email Address: butuan@eastwest.com.ph

#### **DAVAO BRANCH OFFICE:**

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