



International Franchise CONFERENCE

June 7-8, 2023
(Wed-Thurs) | **SMX**



Programme (as of March 16, 2023)

DAY 1: JUNE 7, 2023, WEDNESDAY

7:30AM-5:30PM * Function Rooms 1 and 2

BUSINESS SOLUTION ROUNDTABLES & PLENARY SESSIONS

TIME	SESSIONS
7:30AM-8:00AM	CONFERENCE REGISTRATION AM Networking Snack
8:00AM-8:30AM	PART I: FAPHL 2023 CONFERENCE OPENING INTRODUCTION TO BUSINESS SOLUTION ROUNDTABLES
8:30AM-10:45AM	Round 1: 8:30am-9:30am (60-min): 36 Roundtables Break: 9:30am-9:45am Round 2: 9:45am-10:45am (60-min): 36 Roundtables (Repeat)

	FRANCHISOR TRACKS: (FOR START-UP/EMERGING FRANCHISORS) Color-Coded: BLUE	ROUNDTABLE FACILITATORS
1	Building Your Franchise Support Team	Mr. Gabriel "Gabby" L. Gonzalez, CFE Senior Operations Consultant Francorp Phils
2	Creating a Winning Franchise Marketing Strategy	Ms. Cherryl B. Carino, CFE Franchise Management Head Mister Donut
3	Creating Healthy Franchise Relationships	Mr. Angel Francisco Franchise Director Fiorgelato/Kurimi
4	How to Improve and Ensure Franchisee Compliance to the System	Ms. Riza Masupil Franchising Senior Manager Greenwich
5	Latest Strategies in Finding A Right Location	Mr. Joel Aguada Vice-President for Business Development Environment and General Services, Inc. (EGSI)
6	Latest Tools to Help Franchisees Comply with the Standards	Mr. Rey Pingol, CFE AVP - Network Management Minute Burger
7	Onboarding Franchisees and Protecting Your Franchise Brand	Ms. Genevieve Salomon, CFE Franchise Manager Kenny Rogers
8	Targeting the Right Candidates for your Franchise	Mr. Miguel Antonio S. Lindo, CFE Franchise Development and Communications Director and District

		Director BNI Business Solutions, Inc.
	FRANCHISOR TRACKS: (FOR ESTABLISHED/MATURE FRANCHISORS) Color-Coded: GREEN	ROUNDTABLE FACILITATORS
9	Building a High Performing Organizational Culture	Ms. Armida Beltran Mabitad, FColIT, AloD, MBA Learning & Development Senior Manager Isla Lipana & Co. / PwC Phils.
10	Building a Stronger and More Sustainable Franchise Business	Ms. Dana Cuneta, CFE AVP – Consultancy Francorp Phils.
11	How to Boost and Retain Win-Win Franchise Relationships	Ms. Rhea Flores, CFE Strategic Consultant Francorp Phils.
12	Key Elements of a Successful Franchise Business	Mr. Raffy Santos Sr. Franchising Manager Mang Inasal
13	Leveraging on Digitalization to Drive Franchise Success and Sustainability	Ms. Jennifer Gail M. Kim, CFE Senior Network Head - Network Management Minute Burger and BBQ Bob Leslie Corporation - Food Service Division
14	Managing Effectively Your Multi-Unit Franchisees	Ms. Janecel N. Jalandoni, MBA, CFE Franchising, Operations & Business Development Head HapChan
15	Managing Effectively Your Multi-Unit Franchisees	Ms. April O. Fortuno, CFE Operations Director Max's Group Inc. (Pancake House/Dencio's/Teriyaki Boy/Sizzlin' Steak/Maple)
16	Strategies to Achieve Brand Consistency in a Franchise	Ms. Cherry Kho Founder Bluethumb
17	Tips for Dealing with Difficult Franchisees	Mr. Donato G. Suyat IV, CFE Head, Franchise Mgt. & Relations Shakey's/ Peri Peri
18	Tips to Future-Proofing Your Franchise Business	Mr. Gretz Florencio G. Rivera, CFE Chief Operations Officer Julie's Group of Companies
19	Tips to Improve Franchise Management and Growth	Ms. Michelle C. Pino Organizational Development Manager McDonald's Phils.
20	Ways to Deal and Manage Underperforming Franchisees	Ms. Hazel Hernandez-Francisco, CFE Territory Business Unit Manager, Yellow Cab Max's Group Inc.
	FRANCHISEE TRACKS: Color-Coded: PINK	ROUNDTABLE FACILITATORS
21	Building High-Performing Employees	Ms. Marites Domingo HR Director McDonald's Phils.

22	Financial Management Tools for Better Performance	Mr. Allan Cao Executive Director Isla Lipana & Co. (PwC Phils.)
23	How to Manage Multiple Franchise Units Successfully	Ms. Michell Ann C. Hong, CFE Franchising Director JFC Group - Mang Inasal
24	Identifying the Key Drivers of Store Profitability	Ms. Eloisa Dayrit Restaurant Operations Manager McDonald's Phils.
25	Implementing Digital Marketing Strategies To Store Profitability	Ms. Farwa Hombre, CFE Managing Director ActionCOACH Phils.
26	Increasing Productivity and Passion in the Workplace	Ms. Joan Manalo Total Rewards Senior Manager McDonald's Phils.
27	Keeping Your Employee Motivated, Happy and Productive	Mr. Reymont Choachuy, CFE President Noble House Business Brokers, Inc.
28	Proper Financial and Operational Planning to Improve Profitability	Mr. Kristopher S. Catalan Assurance Partner SGV & Co.
29	What it takes to be a Successful Multi-Unit Franchisee	Mr. Brice Justin Godfried VP for Operations Doktors Generics Pharmacy Inc. Franchisee, TGP Pharma
	INTERNATIONAL TRACKS: Color-Coded: YELLOW	ROUNDTABLE FACILITATORS
30	Common Mistakes in International Expansion: How To Avoid Them	Ms. Kathryn Manalo, CFE International Markets Director Potato Corner
31	What it Takes Your Brand to Go Global	Ms. Cristina Montinola Franchise and Export Manager Bench
	GENERAL TRACKS: Color-Coded: CREAM	ROUNDTABLE FACILITATORS
32	Digital Tools and Solutions to Improve Your Business Operations	Mr. Jerry Dy Retail Industry Business Consultant Industry Business Consulting Group Enterprise Digital Solutions PLDT
33	How to Get Customer Retention, Engagement and Loyalty	Mr. Joselito "Lito" G. Samson, CFE AVP for Consulting, Francorp Philippines Senior Business Coach, ActionCOACH.PH
34	How to Make Social Media Marketing Strategies Work For You	Ms. Velle Cacha-Manuel, CFE AVP – Marketing U-Franchise Sales and Marketing
35	Hybrid Work Model: How Do We Make It Work?	Mr. Elano Marcelo Partner P&A Grant Thornton Outsourcing Inc.
36	Social Media Marketing Best Practices	Ms. Christine Clamor, CFE COO Canadian Tourism and Hospitality Institute

10:45AM-11:00AM	BREAK	
	CONFERENCE ANNOUNCEMENTS	
11:00AM-12:00NN	PART II: FAPHL 2023 FORMAL OPENING CEREMONIES	
Time	Activity	Speakers
11:00AM-11:40AM	Conference Announcements	
	Invocation National Anthem	
	PFA President's Message	Mr. Chris Lim, CFE CEO, Francorp Phils Director, Strategic and Innovation, La-Z-Boy Phils President, PFA
	Franchise Asia Philippines 2023 Overall Chair Message	Mr. Joseph C. Tanbuntiong Chief Business Officer (Philippine Country Head and Jollibee Global Head) Jollibee Foods Corporation FAPHL 2023 Overall Chair
	Franchise Asia Philippines 2023 Conference Opening Ceremonies	Mr. Joey Garcia, CFE President and CEO Eight-8-Ate Food Group (Wendy's Phils) FAPHL 2023 Conference Chair
11:40AM-12:00NN (20 mins)	Keynote Address 1	Keynote Speaker: Hon. Benjamin Diokno Secretary Department of Finance (Confirmed)
12:00NN-1:00PM	PART III: NETWORKING LUNCH + CFE GRADUATION	
12:00NN-1:00PM	NETWORKING LUNCH CFE GRADUATION CEREMONIES <ul style="list-style-type: none"> • Part 1: CFE Graduation for Graduates • Part II: CFE Graduation for Enrollees 	
1:00PM-5:30PM	PART IV: PLENARY SESSIONS	
1:00PM-1:15PM (15 mins)	Partner's Presentation	
1:15PM-1:40PM (25 mins)	Session 1: The Future of Franchising <ul style="list-style-type: none"> – Outlook, prospects and opportunities in the global franchising world, – Best practices on sustainability in franchising. 	Speaker: Dr. Benjamin C. Litalien, CFE Founder & Principal, Franchise Well Consulting Director, Franchise Management Certificate Program Georgetown University, USA (Confirmed)
1:40PM-2:00PM (20 mins)	Session 2: Consumer Behavior Trends in 2023 and Beyond <ul style="list-style-type: none"> – Trends that are shaping consumer 	Speaker: Mr. Julian Cua Partner

	<p>buying behavior</p> <ul style="list-style-type: none"> – Trends on where consumers buy – Understanding Consumers' Want and Why—now, next and in the future 	<p>Boston Consulting Group (BCG) (Confirmed)</p>
<p>2:00PM-3:00PM (60 mins)</p>	<p>Session 3: The Great Debate Forum: Aggregators vs In-House: How to Serve Your Customers Better</p> <ul style="list-style-type: none"> – Utilizing 3rd party marketplaces or coming up with the company's own In-House integrated omnichannel solutions namely ERP, POS, eCommerce Solutions and Fleet/Riders Management. 	<p>(A Panel of Experts) <u>Aggregators Position:</u> Mr. Greg Camacho Director for Deliveries (GrabFood, GrabMart, GrabKitchen) Grab Philippines (Confirmed)</p> <p>Mr. Eric Puno President and CEO Army Navy Burger + Burrito Pizza Telefono (Confirmed)</p> <p><u>In-House Position:</u> Mr. Vicente Gregorio President and CEO Shakey's Pizza Asia Ventures Inc. (SPAVI) (Confirmed)</p> <p>Mr. Toti Wong Chief Commercial Officer Etaily (Confirmed)</p>
<p>3:00PM-3:40PM (40 mins)</p>	<p>Session 4: The Future of Digital World and Its Impact on SMEs</p> <ul style="list-style-type: none"> – The impact of technologies such as blockchain, NFT, Metaverse, Web 3.0, Google Services, Ecommerce Innovations and other Digital Solutions to your business and how it can affect the SMEs. 	<p>(A Panel of Experts) Ms. Denise Haak President Internet and Mobile Marketing Association of the Philippines Chief Experience Officer, Qairos (Confirmed)</p> <p>Mr. Koko Ortuoste Head of User Growth Lazada Phils (Confirmed)</p> <p>Mr. Bo Lundqvist President & CEO Retail Associates (Confirmed)</p> <p>Ms. Bernadette Nacario Country Director Google Phils (Invited)</p>
<p>3:40PM-4:20PM (40 mins)</p>	<p>INTRODUCTION TO THE NXT GEN IN FRANCHISING The NXT GEN IN FRANCHISING Session</p> <ul style="list-style-type: none"> • The NXT GEN Final Pitch 	

	<ul style="list-style-type: none"> The NXT GEN Awarding Ceremonies 	
4:20PM-5:20PM (60 mins)	<p>Session 5: The CEO Forum: Franchising Fast Forward</p> <ul style="list-style-type: none"> CEO panelists to share thought leadership on how they are preparing their companies and brands to the future and move fast forward in a rapidly-changing environment. Sharing of best practices on sustainability. How Committed Are You to Sustainability Practices 	<p>Moderator: Ms. Sherill R. Quintana, CFE Chairman, PFA Founding President and CEO, Oryspa (Confirmed)</p> <p>Panelists: Mr. Victor Paterno President and CEO 7-Eleven (Confirmed)</p> <p>Mr. Joseph C. Tanbuntiong Chief Business Officer (Philippine Country Head and Jollibee Global Head) Jollibee Foods Corporation (Confirmed)</p> <p>Mr. Kenneth Yang President and CEO Golden Arches Development Corp./McDonald's Phils. (Confirmed)</p> <p>Mr. Robert F. Trota, CFE Chief Executive Officer Max's Group, Inc. (Confirmed)</p>
5:20PM-5:25PM (5 mins)	<p>FAPHL 2023 Overall Co-Chair Message</p> <ul style="list-style-type: none"> Highlights of Day 1 Conference Overview of Day 2 Conference 	<p>Mr. Richard V. Sanz, CFE Founding Chairman & CEO BBK Group FAPHL 2023 Overall Co-Chair</p>
5:25PM-5:30PM (5 mins)	<p>End of Day 1 Conference</p>	

DAY 2: JUNE 8, 2023, THURSDAY

CONFERENCE CONCURRENT BREAKOUT SESSIONS

9:00AM-4:00PM * Function Room 1 & Meeting Rooms 2-9

PART 1: AM CONCURRENT BREAKOUT SESSIONS:

Breakout 1:AM Session	9:00-10:00am (60 mins)
<i>Networking AM Break</i>	<i>10:00-10:30am (30 mins)</i>
Breakout 2: AM Repeat Session	10:30-11:30am (60 mins)
Networking Lunch Break (Function Room 1)	11:30nn-1:30pm
B2B Sessions (Meeting Room) with Event Partners	11:30nn-1:30pm

Session Tracks	Specific Topic Title	Speakers-Panelists
Track 1	The Great Debate Forum: "Traditional vs Non-Traditional Locations: Where to Expand Your Business"	(A Panel of Experts) <u>Traditional Locations Position:</u>

	<ul style="list-style-type: none"> - Sharing of thought leadership, expert opinions, and strategies on market expansion either by traditional or by non-traditional locations. 	<p>Panelist 1: Mr. Steven Tan President SM Supermalls (Confirmed)</p> <p>Panelist 2: Mr. Michael Hilton CEO Koomi (Visum Ventures) (Invited)</p> <p><u>Non-Traditional Locations</u> <u>Position:</u> Panelist 1: Mr. Ben Wintle CEO & Co-Founder Booky (Invited)</p> <p>Panelist 2:</p>
Track 2	<p>Data Track: “Storing, Managing and Utilizing Your Data for Decision-Making”</p> <ul style="list-style-type: none"> - How to store, manage and utilize your data to provide business intelligence reports for your decision making. - How to adopt and maximize the use of cloud technology which is connected to sustainability. 	<p>(A Panel of Experts) Panelist 1: Mr. Weddy Diamada Manager - Deals and Corporate Finance Isla Lipana & Co./PwC Phils. (Confirmed)</p> <p>Panelist 2: Mr. Francis Adrian H. Viernas, CFA, MSF, CCREP AVP for Data Analytics Megaworld Corporation (Confirmed)</p>
Track 3	<p>Franchise Track: “Preparing For the Future: Strategies and Prospects”</p> <ul style="list-style-type: none"> - Share thought leadership on how franchise companies are preparing for the future. How to sustain, protect and continue your franchise business. 	<p>(A Panel of Experts) Panelist 1: Mr. Steve D. Benitez Founder, Chairman and Chief Executive Officer Bo’s Coffee (Confirmed)</p> <p>Panelist 2: Mr. Eric Dee President and Chief Operating Office, Foodee Global Concepts CEO, Mesa (Confirmed)</p>
Track 4	<p>General Track: “Future Workplace Trends to Watch For”</p> <ul style="list-style-type: none"> - Get a snapshot of the new workplace trends and opportunities that we’re going to see 	<p>(A Panel of Experts) Panelist 1: Workplace Trends Atty. Fredieric B. Landicho Managing Partner & CEO</p>

	emerging in the future.	<p>Deloitte Philippines (Confirmed)</p> <p>Panelist 2: The Greatest Opportunity for Commercial Workspace Mr. Lars Wittig ASEAN & S.Korea Country Manager and Sales Vice President International Workplace Group (IWG) (Confirmed)</p>
Track 5	<p>Legal Track: “How to Protect Your Brand: IP, Trademark, Cybersecurity and Data Privacy”</p> <ul style="list-style-type: none"> Know latest information on IP, trademark, cybersecurity and data privacy in protecting your Brand. 	<p>(A Panel of Experts) Panelist 1: IP, Trademark, Data Privacy Atty. Reena Mitra-Ventanilla Partner, Intellectual Property, Data and Technology Practice Group Quisumbing Torres (Confirmed)</p> <p>Panelist 2: Cybersecurity Mr. Fritz Enriquez Tech Consulting Team KPMG Philippines (R.G. Manabat & Co.) (Confirmed)</p>
Track 6	<p>Marketing Track: “Strengthening the Localized Digital Marketing”</p> <ul style="list-style-type: none"> Creating a digital marketing campaign that is linked to localized marketing. There should be synergy between LSM and digital marketing because digital should be supporting the LSM for consistency. 	<p>(A Panel of Experts) Panelist 1: Ms. Merlee Cruz Jayme Creative Consultant and ChairMom (Confirmed)</p> <p>Panelist 2: Subway (Invited)</p>

PART II: PM CONCURRENT BREAKOUT SESSIONS:

Breakout 3: PM Session	1:30pm-2:30pm (60-min)
<i>Networking PM Break</i>	<i>2:30pm-3:00pm (30 mins)</i>
Breakout 4: PM Repeat Session	3:00pm-4:00pm (60-min)

Track Topics	Specific Topic Title	Speakers-Panelists
Track 7	<p>Digital Track: “Driving Digital Innovations: How it Can Help Grow Your Business”</p> <ul style="list-style-type: none"> Tackle digital innovations and transformations implemented that 	<p>(A Panel of Experts) Panelist 1: Speaker Name (To follow) PLDT Enterprise (Confirmed)</p>

	<p>produced significant impact to its business growth and sustainability.</p>	<p>Panelist 2: Mr. Dennis Dimaunahan Chief Finance Officer (CFO) Wendy's Phils. (Confirmed)</p>
Track 8	<p>Franchise Track: "Planning Your Network Expansion"</p> <ul style="list-style-type: none"> – Discuss the different expansion strategies in franchising such as clustering, area development, regional and territorial. 	<p>(A Panel of Experts) Panelist 1: Mr. Troy Franklin Managing Partner World Franchise Associates Ltd. (Confirmed)</p> <p>Panelist 2: Mr. Minodh De Sylva Director and Chief Business Officer (Asia & Middle East) Island Tea Company (Phils.) (Confirmed)</p>
Track 9	<p>HR Track: "HR Innovation Strategies"</p> <ul style="list-style-type: none"> – Winning innovative HR Strategies for employees' recruitment, retention and engagement amidst the rising war for talent. 	<p>(A Panel of Experts) Panelist 1: Ms. Lydia Lily Quintans President & Managing Director Lead Interventions for Teams (LIFT), Inc. People Management Association of the Phils. (PMAP) (Confirmed)</p> <p>Panelist 2: Ms. Marielle Santos General Manager/Chief Adventurer Peri Peri Charcoal Chicken and Sauce Bar (Confirmed)</p>
Track 10	<p>Marketing Track: "Building Customer Loyalty Through CRM"</p> <ul style="list-style-type: none"> – Knowing your customers' behavior and engaged them through Consumer Relationship Management (CRM). 	<p>(A Panel of Experts) Panelist 1: Mr. Sy Bryan Lato President Philippine Marketing Association (Confirmed)</p> <p>Panelist 2: McKinsey & Co. Philippines (Invited)</p>
Track 11	<p>Operations Track: "Setting Up Operational Excellence Audits"</p> <ul style="list-style-type: none"> – Best practices on operational auditing and its impact to company's brand standards and franchisee's compliance to the franchise system. 	<p>(A Panel of Experts) Panelist 1: Ms. Hsien Naidu CEO TreeAMS Pte Ltd, Singapore (Confirmed)</p>

		<p>Panelist 2: Mr. Ricardo “Richie” Z. Cuna President and CEO Milkin Corp/Fiorgelato (Confirmed)</p>
<p>Track 12</p>	<p>Supply Chain Track: “Managing Your Supply Chain During These Challenging Times”</p> <ul style="list-style-type: none"> – How to manage inflation impact on the cost of materials. – What are the available solutions in supply chain whether in-house or outsourced. – What are the latest technology solutions related to supply chain. Inflation cost of goods, materials. 	<p>(A Panel of Experts)</p> <p>Panelist 1: Mr. George Hizon Proprietor/ Management Consultant Consulrent Business Consultancy (Confirmed)</p> <p>Panelist 2: Philippine Institute for Supply Management (PISM) (Invited)</p>