



FRANCHISE ASIA
PHILIPPINES 2025

BUILDING S'JCESS TOGETHER

INTERNATIONAL
FRANCHISE CONFERENCE
24 APRIL 2025
SMX Convention Center Manila

FRANCHISE ASIA PHILIPPINES 2025 INTERNATIONAL CONFERENCE

April 24, 2025, THURSDAY * 8:30AM-5:00PM

FUNCTION ROOM 5, SMX Convention Center, Manila

(Programme as of February 28, 2025)

TIME	ACTIVITY	
7:30AM-8:30AM	CONFERENCE REGISTRATION AM NETWORKING SNACKS PART I: FORMAL OPENING CEREMONIES + AM PLENARY SESSIONS	
8:30AM-8:45AM (15mins)	Conference Opening Ceremonies Announcements	
8:45AM-8:55AM (10mins)	Invocation National Anthem	
8:55AM-9:10AM (15mins)	PFA President's Message	Mr. Joseph Tanbuntiong President, PFA Chief Executive Officer (CEO)- JFC Philippines & Jollibee Global Head Jollibee Foods Corporation
9:10AM-9:30AM (20mins)	Franchise Asia Philippines 2025 Chair Message Conference Themesetter	Mr. Steve Benitez Franchise Asia Philippines 2025 Overall Chair Chairman and CEO, Bo's Coffee
9:30AM-10:00AM (30 mins)	Keynote Address: Philippine Economic Outlook: Prospects and Forecasts	HON. DOMINI VELASQUEZ Undersecretary, Office of the Chief Economist Department of Finance (CONFIRMED)
10:00AM-11:00AM (60 mins)	Session 1: Franchising Outlook – Insights, Opportunities, and the Road Ahead (A Panel of Industry Experts) <ul style="list-style-type: none"> Expert Insights on Emerging Growth Opportunities, and Prospects within the World of Franchising Exploring the Key Trends Shaping the Future of Franchising 	Resource Speaker: Dr. Ben Litalien, CFE Founder & Principal, Franchise Well Consulting Director, Franchise Management Certificate Program, Georgetown University, USA (CONFIRMED)

	<ul style="list-style-type: none"> Strategies for Building Resilience and Achieving Long-Term Growth for Franchise Businesses Expanding Horizons: Tapping into Growth Potential Locally and Internationally 	<p>Reactor-Panelists: Mr. Chayapatra Thongcharoen (Pong) Chief Executive Officer Potato Corner Thailand & Malaysia Khao-So-I the Khaosoi Noodle Bar Rocks PC Co., Ltd. (CONFIRMED)</p> <p>Ms. Kay Lee International General Manager Max’s Group, Inc (CONFIRMED)</p> <p>Ms. Jackie Dela Cruz General Manager Famous Belgian Waffles (CONFIRMED)</p>
11:00AM-12:00NN (60 mins)	<p>Session 2: Consumer Outlook: Understanding Your Future Consumer (A Panel of Industry Experts)</p> <ul style="list-style-type: none"> Key Insights into Emerging Consumer Trends in the Philippines and ASEAN Markets How Shifting Consumer Behaviors Are Impacting the Food, Retail, and Service Sectors Strategies for Staying Relevant and Engaged with Evolving Consumer Demands Anticipating the Needs of Tomorrow’s Consumers: Gen Z and Gen Alpha 	<p>Resource Speakers: Dr. Dae Lee Founder The Fourth Wall (CONFIRMED)</p> <p>Mr. Joaquin San Agustin Executive Vice President for Marketing SM Supermalls (CONFIRMED)</p>
12:00NN-1:00PM (60-min)	<p>NETWORKING LUNCH CONFERENCE ANNOUNCEMENTS</p> <p>CFE GRADUATION CEREMONY</p> <ul style="list-style-type: none"> Part I: CFE Graduates Part II: CFE Enrollees 	
1:00PM-5:00PM	PART II: PM PLENARY SESSIONS	
1:00PM-1:15PM (15 mins)	Session 3: Speaker Presentation (TBA)	
1:15PM-2:15PM (60 mins)	<p>Session 4: Winning In Omnichannel (A Panel of Industry Experts)</p> <ul style="list-style-type: none"> Unlock the Power of Omnichannel: Real-World Insights, Growth Opportunities, and Proven Strategies for Driving Business Success 	<p>Resource Speaker: Mr. Anindya Mukherjee Senior Expert McKinsey and Company (CONFIRMED)</p> <p>Reactor-Panelists:</p>

	<ul style="list-style-type: none"> • Maximizing Brand Growth, Sales, and Awareness Through Multi-Channel Approaches • Actionable Tips for Promoting Your Brand Across Diverse Channels: Dine-In, Delivery, Takeout, Online, and Brick-and-Mortar • Mastering the Art of Winning Across Every Channel You Enter • Ensuring Brand Consistency Across All Touchpoints, Online and Offline 	<p>Mr. Bryan Liu VP Sales and Marketing Golden ABC, Inc/ Penshoppe (CONFIRMED)</p> <p>Mr. Venon Tian COO Zus Coffee (CONFIRMED)</p> <p>Robinsons Retail Holdings, Inc. (Invited)</p>
2:15PM-3:15PM (60 mins)	<p>Session 5: Brand Growth Strategies (A Panel of Industry Experts)</p> <ul style="list-style-type: none"> • Exploring Winning Strategies for Driving Brand Growth and Maintaining Relevance in a Rapidly Evolving Market • Targeting the Next Generation: Gen Z and Gen Alpha – Understanding the purpose-driven consumer. • Leveraging the Power of Social Media for Brand and Business Growth. • Crafting an Effective Expansion Strategy: Navigating market entry and operations – Should your brand adopt a standardized or localized approach to succeed in diverse markets? 	<p>Resource Speaker: Mr. Josiah Go Chairman and Chief Innovation Strategist, Mansmith and Fielders, Inc. (CONFIRMED)</p> <p>Reactor-Panelists: Mr. Paul Andrew Birkett Chief Operating Officer Ayala Malls (CONFIRMED)</p> <p>Ms. Katrina “Kate” Yu Chief Marketing Officer- Phils Jollibee Foods Corporation (CONFIRMED)</p> <p>Mr. Ron Gabriel Gabunada Partner, LOUDERPH An entrepreneur, author, and marketing professional. (CONFIRMED)</p>
3:15PM-3:20PM	<p>Conference Announcements Transition from Plenary Sessions to Business Solution Roundtables</p>	
3:20PM-4:55PM	<p>PART III: BUSINESS SOLUTION ROUNDTABLES (2 Rounds)</p>	
	<p>Roundtable 1: 3:20PM-4:05PM (45 mins)</p> <p>Break: 4:05PM-4:10PM (5 mins)</p> <p>Roundtable 2: 4:10PM-4:55PM (45 mins)</p>	
4:55PM-5:00PM	<p>CLOSING CEREMONIES END OF THE CONFERENCE</p>	

-END-