

FRANCHISE ASIA PHILIPPINES 2022 VIRTUAL CONFERENCE
SEPTEMBER 20 to 22, 2022 (TUESDAY-THURSDAY) via ZOOM
Theme: "LIVE.LOVE.FRANCHISE"
(Programme as of SEPTEMBER 19, 2022)

DAY 1 CONFERENCE PROGRAM: SEPTEMBER 20, TUESDAY

PART I: 9:00AM-11:30AM	FORMAL OPENING CEREMONIES AND PLENARY SESSION	CONFIRMED SPEAKERS
Time	Activity	
9:00AM-9:15AM (15 mins)	OPENING CEREMONIES ANNOUNCEMENTS INVOCATION/ NATIONAL ANTHEM	Host: Ms. Issa Litton President & Head Trainer of 1Lit Corp
9:15AM-9:20AM (5 mins)	PFA CHAIRMAN'S MESSAGE	MS. SHERILL R. QUINTANA, CFE Chairman, Philippine Franchise Association (Oryspa)
9:20AM-9:25AM (5 mins)	PFA PRESIDENT'S MESSAGE	MR. CHRIS LIM, CFE President, Philippine Franchise Association (La Z Boy/Francorp Phils)
9:25AM-9:30AM (5 mins)	FRANCHISE ASIA PHILS 2022: Overall Chair Message	MS. ALICE LIU Overall Chair, Franchise Asia Philippines 2022 (Penshoppe)
9:30AM-9:40AM (10 mins)	FRANCHISE ASIA PHILS 2022: Conference Chair Message Declaration of FAPHL 2022 Virtual Conference Opening / Conference Themesetter	MR. JOSE MARI DEL ROSARIO Conference Chair, Franchise Asia Philippines 2022 (Microtel by Wyndham)
	Introduction to the Keynote Speaker	DR. BING SIBAL-LIMJOCO, CFE Vice Chairman Philippine Franchise Association
9:40AM-10:00AM (20 mins)	KEYNOTE ADDRESS 1	Keynote Speaker: HON. ALFREDO E. PASCUAL Secretary, Department of Trade and Industry (DTI) Confirmed
10:00AM-10:35AM (35 mins)	PLENARY SESSION 1: "The Future of CX" – Discover how consumer behavior and expectations have evolved, and how organizations can work towards closing the gap	MR. JEREMY CHANG CX Solution Lead Kantar Philippines, Inc. Confirmed

	between Customer and Brand Experience With Q&A	
10:35AM-11:10AM (35 mins)	PLENARY SESSION 2: “Operational Excellence and Competitiveness of Franchising Systems” – Key lessons from success and conflicts in many modern franchising systems like Benetton, Coca Cola, and Benihana With Q&A	PROFESSOR MEDINI SINGH Associate Professor Columbia University, New York, USA Confirmed
11:10AM-11:20AM (10 mins)	BPI Presentation	MR. JOSEPH ORILLO BPI Business Banking External Sales Area Business Director Confirmed
11:20AM-11:30AM (10 mins)	Conference Announcements Day 1 AM Closing Ceremonies	
11:30AM-2:00PM	BREAK AVP PLAYING CONFERENCE ANNOUNCEMENTS	
PART II: 2:00PM-4:00PM	PLENARY SESSIONS: THE C-SUITE FORUM: A ONE-ON-ONE CONVERSATION WITH A C-LEVEL EXPERT	
Time	Activity	CONFIRMED C-LEVEL EXPERT SPEAKER
2:00PM-2:10PM (10-min)	Day 2 PM Conference Opening	
2:10PM-2:15PM (5-min)	Intro to C-Suite Forum 1	Moderator: MR. DAVID CELDRAN Veteran broadcast journalist Host/Producer, Executive Class Confirmed
2:15PM-3:00PM (45-min)	PLENARY SESSION 3: THE C-SUITE FORUM “From RE to HR. How the Real Estate industry is being transformed by the New World of Work” – The world of work has been dramatically transformed by the pandemic with three times as many companies planning for a hybrid future and businesses taking a fundamentally people centric approach. This shift is revolutionizing the RE sector and is providing a wealth of opportunities for franchisors and investors to enter the fast growing flexible workspace industry.	Speaker: MR. MARK DIXON Founder and CEO International Workplace Group (Europe) Confirmed

3:00PM-3:05PM (5-min)	Intro to C-Suite Forum 2:	Moderator: DR. CARL BALITA, CFE President & CEO Dr. Carl Balita Review Center Confirmed
3:05PM-3:50PM (45-min)	PLENARY SESSION 4: THE C-SUITE FORUM “How to Create “Moats” to Ward Off Competition” – Creating “Moats” in building a sustainable competitive advantage of your businesses to protect market share and profitability	Speaker: MR. PAOLO DEL ROSARIO Co-Founder and Chief Marketing Officer The Coffee Bean & Tea Leaf (The Table Group) Confirmed
3:50PM-4:00PM (10-min)	Conference Announcements Day 1 PM Closing Ceremonies	
END OF DAY 1 CONFERENCE PROGRAM		

DAY 2 CONFERENCE PROGRAM: SEPTEMBER 21, WEDNESDAY

PART I: 9:00AM-11:30AM	CONCURRENT BREAKOUT MEETING ROOMS FORMAT		
Time	Activity		
9:00AM-9:15AM	OPENING CEREMONIES INTRO TO BREAKOUT SESSIONS		Host: Mr. Migs Bustos Sportscaster/Host
	ROUND 1	ROUND 2	ROUND 3
	9:15am-9:55am (40 min)	10:00am-10:45am (40 min)	10:50am-11:30am (40-min)
Breakout Room 1	FRANCHISEE TRACK: Strategies To Franchising Success (Food Sector)	MARKETING TRACK: Innovations in Marketing	FRANCHISEE TRACK: Strategies To Franchising Success (Retail Sector)
Breakout Room 2	RETAIL TRACK: Winning in an Omni-Channel Direct to Customer (D2C) Digital Experience	OPERATIONS TRACK: Quality Franchise Operations Scalability	OPERATIONS TRACK: Finding the Right Locations
Breakout Room 3	HR TRACK: Skills Set for the Future Economy	SUPPLY CHAIN TRACK: Navigating Supply Chain Disruptions	DIGITAL TRACK: How Cryptocurrencies Can Affect Retail

Detailed Information

PART I:	DAY 2 CONFERENCE BREAKOUT SESSIONS		
9:15am-9:55am (40 min)	1st ROUND: CONCURRENT BREAKOUT SESSIONS		
ROOMS	TRACK TOPICS	SPEAKERS	HOST/MODERATORS
Breakout Room 1	<p>FRANCHISEE TRACK: Strategies To Franchising Success</p> <ul style="list-style-type: none"> – What strategies worked for you to grow and succeed amidst challenges? Is it omni-channel strategies, effective financial management, digital marketing, employee engagement or other factors – Cite top 3 strategies to successfully manage your franchise business 	<p>MR. ARNOLD ATILANO Vice President De Calidad Corp Franchisee, Bo’s Coffee Confirmed</p>	<p>MR. BONG MAGPAYO, CFE President Sumo Takoyaki Confirmed</p>
Breakout Room 2	<p>RETAIL TRACK: Winning in an Omni-Channel Direct to Customer (D2C) Digital Experience</p> <ul style="list-style-type: none"> – Understanding the opportunity to successfully maximize your physical store operations by enabling digital transformation to deliver an amazing and enjoyable customer centric experience, increase in digital presence and discovery and ownership experience. 	<p>MR. ANGELO L. BASUAN Director, Digital Transformation PwC Phils Confirmed</p>	<p>MR. JEFFERSON CHUA President Cycle House Confirmed</p>
Breakout Room 3	<p>HR TRACK: Skills Set for the Future Economy</p> <ul style="list-style-type: none"> – What are the skills set needed for the future of work – Skills and Academe Matching: How academe is preparing its graduates to suit the needs of the industry 	<p>MR. CHRISTOPHER A. TAN COO Phinma Education Phils. Confirmed</p>	<p>MS. NOEMI G. AZURA President and CEO Insular Health Care, Inc Confirmed</p>

10:00am-10:45am (40 min)	2nd ROUND: CONCURRENT BREAKOUT SESSIONS	Live	
ROOMS	TRACK TOPICS	SPEAKERS	HOST/MODERATORS
Breakout Room 1	Marketing Track: Innovations in Marketing <ul style="list-style-type: none"> - Innovative strategies and effective practices in marketing to strengthen your brand and increase customers - Future developments and forecasts in the world of Marketing 	MS. MERLEE CRUZ-JAYME Creative Consultant/ Chairmom Confirmed	MS. REBECCA BUCAD, CFE President and CEO K2 Pharmacy Confirmed
Breakout Room 2	OPERATIONS TRACK: Quality Franchise Operations Scalability <ul style="list-style-type: none"> – Find out how Quality Franchise Management Systems can help you maintain your company’s operational standards to achieve sustainable and scalable brand growth. 	MS. HSIEN NAIDU CEO TreeAMS Pte Ltd, Singapore Confirmed	DR. ALAN ESCALONA, CFE President Fruit Magic/ Pure Nectar Confirmed
Breakout Room 3	SUPPLY CHAIN TRACK: Navigating Supply Chain Disruptions <ul style="list-style-type: none"> – How to manage the evolving/significant disruptions affecting logistics, distribution network, and delivery of goods – How to come up with an efficient supply chain system from manufacturing/ commissary to the outlets and to your customers. 	MR. CHARLIE P. VILLASENOR, CISP, CPSM, CSCP, CLTD Chairman Procurement and Supply Institute of Asia (PASIA) Confirmed	MR. RICHIE CUNA, CFE President Fiorgelato Confirmed
10:50am-11:30am (40-min)	3rd ROUND: CONCURRENT BREAKOUT SESSIONS	Live	
ROOMS	TRACK TOPICS	SPEAKERS	HOST/MODERATORS
Breakout Room 1	FRANCHISEE TRACK: Strategies To Franchising Success <ul style="list-style-type: none"> – What strategies worked for you to grow and succeed amidst challenges? Is it omni-channel strategies, effective financial management, digital marketing, employee engagement or other factors – Cite top 3 strategies to successfully manage your franchise business 	MR. CZYLVESTER PACHECO President/CEO, Tarlac Black Gold Franchisee, Phoenix Petroleum (Phoenix Fuel Retail and Phoenix SuperLPG) Confirmed	MS. MITCH HONG, CFE Franchising Director Mang Inasal Confirmed

Breakout Room 2	OPERATIONS TRACK: Finding the Right Locations <ul style="list-style-type: none"> – What are the latest key considerations and techniques in finding the right locations amidst the evolving and new customer profiles – How to determine the hot and emerging cities for expansion for franchise businesses in the post-pandemic future. 	MR. JOEY ALVERO, CFE Chief Operating Officer (COO) Potato Corner Confirmed	MR. GRETZ RIVERA, CFE COO Julie’s Group of Companies Confirmed
Breakout Room 3	DIGITAL TRACK: How Cryptocurrencies Can Affect Retail <ul style="list-style-type: none"> – The global retail industry is taking notice as consumers use crypto. With the rising adoption in the Philippines, Maya is making crypto even more accessible to Filipinos through an all-in-one app experience. Retailers and other businesses can get ready for crypto by understanding the current landscape and exploring opportunities to integrate it into the customer experience. 	MR. PEPE TORRES Chief Marketing Officer Maya Confirmed	MS. NICK WILWAYCO Associate Director/AVP, Head for PR & Communications Maya Confirmed
11:30AM-2:00PM	BREAK AVP PLAYING CONFERENCE ANNOUNCEMENTS		
PART II: 2:00PM-4:00PM	PLENARY SESSIONS:		
Time	Activity	SPEAKERS	
2:00PM-2:10PM (10-min)	Day 2 PM Conference Opening	Host MR. STAN SY Tagalog Commentator, WWE Radio Presenter, 99.5 Play FM Voice Talent	
2:10PM-2:20PM (20-min)	Inlife Presentation	DR. MARK ROLAND F. MALANAY VP Medical Director InLife Confirmed	
2:20PM-2:25PM (5-min)	Intro to Plenary Session		
2:25PM-2:50PM (25-min)	PLENARY SESSION 5: “Things To Watch Out For In These Changing Times” <ul style="list-style-type: none"> – Tackling Geopolitical Update, Legal and Regulatory Concerns, Supply Chain Constraints, 	SPEAKERS: Confirmed Geopolitical Update: Mr. Tao Xu Partner, DLA Piper	

	and Virtual Brand Growth	<p>Legal and Regulatory Concerns: Mr. Edward (Ned) Levitt Partner, Dickinson Wright</p> <p>Supply Chain Constraints: Mr. Brian S. Garcia Assistant VP for Global Franchise Support, Enterprise Holdings, Inc.</p> <p>Virtual Brand Growth: Mr. Josh Halpren Chief Executive Officer, Big Chicken</p>
2:50PM-2:55PM (5-min)	Intro to a Panel Session:	<p>Moderator: MR. STAN SY Tagalog Commentator, WWE Radio Presenter, 99.5 Play FM Voice Talent</p>
2:55PM-3:45PM (50-min)	<p>PLENARY SESSION 6: “What’s the Next Horizon for Online Ordering”</p> <ul style="list-style-type: none"> – What opportunities and prospects to look forward to and how it would benefit the Retail industry and its customers – Game-Changing Plans and Innovation – Trends Shaping the Rapid Growth of Online Ordering – Booky: Empowering F&B merchants with the digital tools necessary to capture valuable data that leads to better decision-making and increased sales growth and efficiency. <p>With Q&A</p>	<p>A Panel of Experts:</p> <p>Panelist 1: MR. BEN WINTLE CEO & Co-Founder BOOKY Confirmed</p> <p>Panelist 2: MR. CARLOS OTERMIN BARRERA CEO LAZADA PHILS Confirmed</p>
3:45PM-4:00PM (15min)	Conference Announcements Day 2 PM Closing Ceremonies	Host
END OF DAY 2 CONFERENCE PROGRAM		

DAY 3 CONFERENCE PROGRAM: SEPTEMBER 22, THURSDAY

PART I: 9:00AM- 11:30AM	AM PLENARY SESSION & THE NEXT GEN IN FRANCHISING	CONFIRMED SPEAKERS
Time	Activity	
09:00AM- 09:10AM (10 mins)	Day 3 AM Conference Opening Conference Announcements	Host: Ms. Issa Litton President & Head Trainer of 1Lit Corp
	Introduction to the Keynote Speaker	MR. JOEY GARCIA, CFE President and CEO Wendy's Phils. Confirmed
09:10AM- 09:30AM (20 mins)	KEYNOTE ADDRESS 2:	Keynote Speaker: HON JUAN MIGUEL 'MIGZ' F. ZUBIRI Senate President Senate of the Philippines Confirmed
9:30AM- 10:10AM (40 mins)	PLENARY SESSION 7: "How Current Global Trends are Affecting the Retail Industry"	MR. MATTHIEU FRANCOIS Partner McKinsey & Company, Ho Chi Minh City, Vietnam Confirmed
10:10AM- 10:40AM (30 mins)	PLENARY SESSION 8: "Digital In Retail" With Q&A	MR. VICTOR N. ALIWALAS President & CEO Multisys Technologies Corporation Confirmed
10:40AM- 10:50AM (10 mins)	PLDT Presentation	MR. EUGENE ALDECOA Corporate Relationship Business Head for Small and Medium Business PLDT Enterprise Confirmed
10:50AM - 11:30AM (40mins)	THE NXTGEN IN FRANCHISING SESSION: PART 1 (with livestreaming) <ul style="list-style-type: none"> • Opening Message • Overview of NxtGen • Final Pitching of 4 Finalists 	
11:30AM- 11:45AM (15 mins)	Conference Announcements Day 3 AM Closing Ceremonies	
11:30AM- 2:00PM	BREAK AVP PLAYING CONFERENCE ANNOUNCEMENTS	

PART II	PM PLENARY SESSION AND CLOSING CEREMONIES FB LIVESTREAMING	CONFIRMED SPEAKERS
2:00PM-2:10PM (10 mins)	Day 3 PM Conference Opening Conference Announcements	Host: Ms. Issa Litton President & Head Trainer of 1Lit Corp
2:10PM-2:40PM (30 mins)	THE NXTGEN IN FRANCHISING SESSION: PART II – Awarding Ceremonies	
2:40PM-2:45PM (5 mins)	Powering Business Resilience Through Meralco Programs and Services	MS. KATHERINE A. TAGUDIN Zone Officer Meralco Biz Confirmed
2:45PM-3:30PM (40 mins)	PLENARY SESSION 9: “Building Brand Love, The JFC Way” – A strategic approach to building brand love within an evolved context for consumers and marketing practice. With Q&A	MR. DONDI GOMEZ Chief Marketing Officer Jollibee Group Confirmed
3:30PM-3:45PM (15-min)	FRANCHISE ASIA PHILS 2022 CLOSING : Conference Closing Message Ceremonial Toast	MS. REBECCA BUCAD, CFE Conference Co-Chair Franchise Asia Philippines 2022 (K2 Pharmacy) Confirmed
3:45PM-4:00PM	Group Pictorial PFA Event Announcements Invitation to Franchise Asia Phils Expo 2022	Host: Ms. Issa Litton President & Head Trainer of 1Lit Corp
END OF THE ENTIRE CONFERENCE PROGRAM		