



## FRANCHISE ASIA® PHILIPPINES 2024

# PHILIPPINES

## the Gateway to Asia



CERTIFIED  
**FRANCHISE**  
EXECUTIVE PROGRAM  
**JULY 2024**  
AIM Conference Center  
Makati City



INTERNATIONAL  
**FRANCHISE**  
CONFERENCE  
**JULY 2024**  
TBA



INTERNATIONAL  
**FRANCHISE**  
EXPO  
**12-14 APRIL**  
SMX Convention Center  
Manila



EDUCATIONAL /  
**FRANCHISE**  
SEMINARS  
**12-14 APRIL**  
SMX Convention Center  
Manila

## WHY INVEST IN THE PHILIPPINES

Sources: PSA, McKinsey, PWC

- ✓ One of the fastest growing economies in the world
- ✓ Large, young and English-speaking population of 116 million
- ✓ Economic optimism among the highest globally
- ✓ Expected to be among the biggest economies in the world by 2035

## FRANCHISE ASIA PHILIPPINES 2024

your gateway to the huge and  
consumption-oriented market in the  
Philippines as well as to the vibrant  
economies in the Asia-Pacific






# INTERNATIONAL FRANCHISE CONFERENCE

## JULY 2024

- 7 Highly-Dynamic and Curated Plenary Sessions
- 12 Engaging Concurrent Area-Focused Track Sessions
- 30+ Peer-to-Peer Business Roundtable Discussions
- 70+ World Class Speakers, Industry Experts and Facilitators
- A Special Session on the NxtGen in Franchising: Competition and Awarding Ceremonies

 [franchiseasia@pfa.org.ph](mailto:franchiseasia@pfa.org.ph)

# INTERNATIONAL FRANCHISE EXPO

## 12-14 APRIL 2024

### Why Visit:

- Meet with top franchise brands face-to-face
- A one-stop shop homegrown and international brands in the Food, Retail and Service sectors
- Explore various franchise opportunities at a wide range of investment levels
- Special zones for Emerging Franchises, Highly Franchise-able Concepts, Business Solutions Providers and more
- Learning Sessions and Seminars for prospective franchisees and aspiring franchisors



SMX Convention  
Center Manila

### OPTION 1: BOOTH PARTICIPATION

#### FRANCHISORS (HALLS 1-4)

- OPTION 1: RAW SPACE (minimum of 36 sqm) USD 12,070**  
Inclusions: booth carpeting and 1 power outlet (300watts)

- OPTION 2: STANDARD BOOTH SCHEME at USD 3,200/ 9 sqm**

Inclusions: partition walls, 1 information table, booth carpeting, fluorescent lightings, fascia board with company name, 2 chairs, 1 power outlet (300watts)



Total Area of: \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

#### PREFERRED LOCATION

Please indicate your 3 most preferred locations and indicate their booth numbers in the spaces provided below. Please note that the Organizers reserve the right to revise the floor plan and /or booth numbers as necessary.

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

### OPTION 2: Catalogue Show - US\$ 500

Inclusions: Individual Brochure rack / shelf, area to display poster / brochure, shared personnel to attend to inquiries, brief company info and details maximum of 200 words) incorporated into the panel board, summary of inquiries received at the event.



**BOOK YOUR  
SPACE NOW!**

Limited slots only!  
Scan to sign-up online

For Inquiries contact PFA Secretariat:

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### EDUCATIONAL /

## FRANCHISE SEMINARS

12-14 APRIL

- Educational / Franchise Seminars
  - How to Franchise Your Business Seminar &
  - How to Invest in the Right Franchise Seminar
- Business Matching Sessions
- Networking
- Mentoring



### CERTIFIED

## FRANCHISE EXECUTIVE PROGRAM

JULY 2024

AIM Conference Center, Makati City

The Certified Franchise Executive Program (CFE) is a career development program offered by the Institute of Certified Franchise Executives (ICFE) of the International Franchise Association (IFA) Education Foundation. It offers franchise professionals the opportunity to learn, grow professionally and reach a recognized standard of excellence in the franchise community.

 [cfe@pfa.org.ph](mailto:cfe@pfa.org.ph)

