



FRANCHISE ASIA
PHILIPPINES 2024

EMPOWERMENT THROUGH FRANCHISING:
Explore · Expand · Excel

International Franchise Conference

2-3 SEPTEMBER 2024

SMX Convention Center Manila



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FRANCHISE ASIA PHILIPPINES 2024 INTERNATIONAL CONFERENCE
September 2-3, 2024 (MON-TUES) * SMX Convention Center, Manila
“Empowerment Through Franchising: Explore · Expand · Excel”
Programme (as of July 18, 2024)

DAY 1: SEPTEMBER 2, 2024, MONDAY

7:30AM-4:00PM * Function Rooms 1 and 2

BUSINESS SOLUTION ROUNDTABLES & PLENARY SESSIONS

TIME	SESSIONS
7:30AM-8:00AM	CONFERENCE REGISTRATION AM Networking
8:00AM-8:30AM	PART I: FAPHL 2024 CONFERENCE OPENING INTRODUCTION TO BUSINESS SOLUTION ROUNDTABLES
8:30AM-10:45AM	Round 1: 8:30am-9:30am (60-min): 25 Roundtables Break: 9:30am-9:45am Round 2: 9:45am-10:45am (60-min): 25 Roundtables (Repeat)

I.	FRANCHISOR TRACKS: (FOR START-UP and EMERGING FRANCHISES)	ROUNDTABLE FACILITATORS
1	Building a Strong Foundation for Franchise Success	MR. ALLAN CAO Executive Director Assurance and Markets Isla Lipana & Co (PWC Phils)
2	Creating a Passionate Franchise Development Team	MR. JEFFERSON CHUA President and CEO Cycle House
3	Franchise Training and On-boarding Process	MS. GENE E SALOMON, CFE Franchising Manager Goldilocks
4	How and When to Grow Your Franchise Organization	MR. MIGUEL ANTONIO S. LINDO, CFE Franchise Development and Communications Director and District Director, BNI Business Solutions, Inc.
5	Keys to a Successful Franchise Relationship	MS. RHEA FLORES, CFE Strategic Planning Consultant Francorp Phils.
6	Keys to a Successful Franchise Relationship	MR. ANGEL FRANCISCO Franchise Director Fiorgelato/Kurimi

7	Performing Market Site Analysis & Site Selection	MS. CHATO SACAYANAN, CFE Strategic Planning Consultant Francorp Phils
8	Performing Market Site Analysis & Site Selection	MR. ROEL S. PEREZ, CFE Head, Network Expansion Generika
9	Profiling Franchisee Applicants	MS. MARY GRACE B. HERNANDEZ, CFE Franchise Development Manager Max's Group, Inc
10	Strengthening Franchise Support System (Execution)	MR. BRIAN GO, CFE Senior Operations Consultant Francorp Phils.
II.	FRANCHISOR TRACKS: (FOR MATURE and ESTABLISHED FRANCHISES)	ROUNDTABLE FACILITATORS
1	Building and Leading a High-Performing Franchise Team	MR. RAFFY SANTOS, CFE Franchising Director Jollibee
2	Developing a Memorable Brand Experience	MS. CHERRY KHO Founder BlueThumb
3	Developing and Implementing Successful Franchise Audits	MS. MICHELLE C. PINO, CFE Franchising Manager McDonald's Phils
4	Determining the Expansion Potential of a Franchise Brand	MS. KATHRYNA MANALO, CFE International Business Development Director Potato Corner
5	Empowering Your Field Support Team that Franchisees Value	MS. HAZEL HERNANDEZ- FRANCISCO, CFE National Franchise Business Manager Yellow Cab
6	Future-Proof Your Franchise Business Thru Disruptive Strategies	PROF. RICARDO DE VERA, MBA, CSP, CMP Strategy/Transformation Head and Managing Director BaselineSolutions Consulting
7	How to Effectively Handle Difficult Franchisees	MS. MICHELL ANN C. HONG, CFE Franchising Director Mang Inasal
8	How to Turnaround Underperforming Stores	MS. VIDA JEAN T. CABANLIT, CFE Operations Consultant Francorp Phils.
9	Innovation in a Franchise Business Model	MS. JENNIFER GAIL M. KIM, CFE Senior Network Head - Network Management Minute Burger and BBQ Bob
10	Managing Exit Strategies in Franchising (Transfer/Change of Ownership, Closure, Take Over, or any eventualities - ending the franchise)	MR. DONATO G. SUYAT IV, CFE Head, Franchise Management & Relations Shakey's/ Peri-Peri Charcoal Chicken & Sauce Bar
III.	FRANCHISEE TRACKS:	ROUNDTABLE FACILITATORS
1	Best Practices in Achieving Store Operations Efficiency	MR. BRICE JUSTIN GODFRIED VP for Operations Doktors Generics Pharmacy, Inc. Franchisee, TGP Pharma
2	Effectively Lead Your Franchise Business to Success	MS. RIZA MASUPIL, CFE Operations Director Greenwich
3	Enhancing In-Store Experience of Your Customers	MS. KATHLEEN KAY A. JOSE, CFE Multi-Unit Manager Max's Group Inc. - Pancake House

4	Franchisee Mindset: Hands-on vs. Remote Control	MR. LITO SAMSON, CFE Senior Business Coach ActionCoach
5	Getting Repeat Sales and Building Customer Loyalty	MR. GABBY GONZALES, CFE Senior Operations Consultant Francorp Phils.
6	Understanding the Bottomline in Business	MR. ELANO MARCELO Partner P&A Grant Thornton Outsourcing, Inc.

10:45AM-11:00AM	BREAK	
	CONFERENCE ANNOUNCEMENTS	
11:00AM-12:00NN	PART II: FAPHL 2024 FORMAL OPENING CEREMONIES	
Time	Activity	Speakers
11:00AM-11:40AM	Conference Announcements	Host:
	Invocation National Anthem	
	PFA President's Message	MR. JOSEPH TANBUNTIONG President, PFA Chief Executive Officer (CEO)- JFC Philippines & Jollibee Global Head Jollibee Foods Corporation
	Franchise Asia Philippines 2024 Chair Message	MR. JOEY GARCIA, CFE FAPHL 2024 Overall Chair President and CEO Eight-8-Ate Food Group Wendy's Phils
	Franchise Asia Philippines 2024 Conference Opening Ceremonies Conference Themesetter	MR. STEVE BENITEZ FAPHL 2024 Conference Chair President and CEO Bo's Coffee
	Introduction to Keynote Speaker	PFA Board of Trustee
11:40AM-12:00NN (20 mins)	Keynote Address/Presentation	Keynote Speaker: SECRETARY FREDERICK GO Special Assistant to the President for Investment and Economic Affairs (CONFIRMED)
12:00PM	PART III: NETWORKING LUNCH & CERTIFIED FRANCHISE EDUCATION GRADUATION	
12:00PM	NETWORKING LUNCH AVP PLAYING	
12:25PM 12:40PM (15-min)	CFE GRADUATION CEREMONY	
12:45PM 1:00PM	LUNCHEON SPONSOR PRESENTATION	
1:00PM-4:30PM	PART IV: PLENARY SESSIONS	
1:00PM-1:20PM (20 mins)	Session 1: Knowing Your Future Consumer: Trends, Insights and Forecasts - Know macro consumer buying trends and forecasts that will shape the future of retailing/franchising landscape	MS. SUYIN SOON Partner, Leader of Consumer Marketing Practice in Southeast Asia McKinsey and Company (CONFIRMED)

	<ul style="list-style-type: none"> - Getting ahead of the changing consumer. Understand the buying shifts, needs, wants, priorities and expectations of the changing consumer - To present data/information about F&B (60%) and Retail (40%) <p>Modality: Speaker's Presentation</p>	
1:20PM-2:10PM (50 mins)	<p>Session 2: The Great Debate Forum: Celebrity Endorsers or Social Media Influencers: Which is Better for Your Brand</p> <p>A sharing of perspectives, viewpoints and a discussion on whether to get social media influencers or a celebrity endorser in building/strengthening/growing your brand.</p> <p>To evaluate the pros and cons of each position and which strategy is better for your brand and which is more effective to further grow your business.</p> <p>This forum aims to present a healthy and enlightening discussion on the pros and cons of each position featuring two panelists of each side (Celebrity Endorsers vs. Social Media Influencers) to present opening statements, share expert opinions, supporting evidences and arguments to back up a position.</p> <p>Modality:</p> <ul style="list-style-type: none"> ● 5-min: Intro to Session and Panelists ● 15-min: 3-min of each speaker's elevator's pitch/presentation of statements, expert opinion, supporting evidences and arguments of each panelist about the position assigned. ● 15-min Panel Discussion to be facilitated by a distinguished moderator ● 5-min: 1-min closing statement of each panelist 	<p>(A Panel of Experts)</p> <p>Celebrity Endorser Position:</p> <ol style="list-style-type: none"> 1. Ms. Meryl Adiel T. Hernandez, AVP for Corporate Relations and Impact, McDonald's Philippines (CONFIRMED) 2. Mr. Gregory Francis H. Banzon, EVP and COO, Century Pacific Food, Inc. (CONFIRMED) <p>Social Media Influencers Position:</p> <ol style="list-style-type: none"> 1. Ms. Janette Toral, E-Commerce Advocate, Digital Influencer and Digital Leader, DigitalFilipino (CONFIRMED) 2. Ms. Matec Villanueva, Director for Marketing and Communications, Ateneo de Manila University (CONFIRMED)
2:10PM-3:00PM (50 mins)	<p>Session 3: The Franchise Forum: Empowerment Through Franchising: Explore · Expand · Excel</p> <ul style="list-style-type: none"> - Explore: New Horizons, Innovation and Opportunities - Expand: Growth, Expansion and Market Leadership - Excel: Excellence and Sustainability Initiatives <p>Modality: Straight Panel Discussion</p>	<p>(A Panel of Experts)</p> <ol style="list-style-type: none"> 1. Mr. Fernando Yu, Jr., President, Jollibee Philippines (CONFIRMED) 2. Mr. Francis Glenn Yu, CFE President & CEO, SEA OIL Phils. (CONFIRMED) 3. Mr. Joey Alvero, CFE, COO, Potato Corner (CONFIRMED) 4. Mr. Marco Antonio Soliman, President & CEO, LT&G Credit Line (CONFIRMED)
3:00PM-3:50PM (50 mins)	<p>Session 4: The C-Suite Forum: Transformational Leadership: Taking the Business to the Next Level (A Panel of Experts)</p> <ul style="list-style-type: none"> - What characteristics of a leader that can take the business to the next level - What cutting-edge strategies, pioneering breakthroughs or innovation implemented that helped brought your business to the next level 	<p>(A Panel of Experts)</p> <ol style="list-style-type: none"> 1. Mr. Toby Claudio, President of Toby's Sports (CONFIRMED) 2. Ms. Ana Marie Lorenzana De Ocampo, CEO and President, Wildflour Hospitality Group (CONFIRMED) 3. Mr. Steven Tan, President of SM Supermalls (CONFIRMED)

	<ul style="list-style-type: none"> - What are your future plans and prospects to further transform and scale up your business. <p>Modality: Straight Panel Discussion</p>	<ul style="list-style-type: none"> • Other Speaker-Panelist (TBA)
3:50PM- 4:20PM (30 mins)	<p>The NXT GEN IN FRANCHISING Session</p> <ul style="list-style-type: none"> • The NXT GEN Introduction and Final Pitch • The NXT GEN Announcement of Winners 	Host
4:20PM- 4:30PM	<p>Conference Announcements End of Day 1 Conference</p>	

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DAY 2: SEPTEMBER 3, 2024, TUESDAY

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

CONCURRENT BREAKOUT SESSIONS PROGRAM (as of July 18, 2024)

PART I: AM CONCURRENT BREAKOUT SESSIONS:

9:00AM-10:00AM (60 mins)	Breakout AM Session 1
<i>10:00AM-10:30AM (30 mins)</i>	<i>Networking AM Break</i>
10:30AM-11:30AM (60 mins)	Breakout AM Session 2
11:30AM-1:30PM	Networking Lunch Break (Function Room 1)

PART II: PM CONCURRENT BREAKOUT SESSIONS:

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

9:00AM-10:00AM: Concurrent Breakout AM Session 1: (5 Tracks)

TRACK	TOPIC TITLE	SPEAKERS
Track 1	<p>Data Track: Driving Data for Decision-Making (A Panel of Experts)</p> <ul style="list-style-type: none"> - How to utilize and analyze data to make better decisions/ to come up with a data-driven decision-making - Be updated with what’s happening in your stores, sales and inventory level. 	<p>Host/Moderator: MS. FARWA HOMBRE Managing Director ActionCOACH Philippines (CONFIRMED)</p> <p>Speaker-Panelist 1: MS. GERMAINE A. REYES President & CEO Synergy Market Research + Strategic Consultancy (CONFIRMED)</p> <p>Speaker-Panelist 2: MR. PAUL JOHN “PAO” PENA Strategy & Insights, Data & Analytics Lead, McDonald’s Philippines (CONFIRMED)</p>
Track 2	<p>Franchisor Track: Protecting Your Brand in Franchising</p> <ul style="list-style-type: none"> - What are the essentials of intellectual property rights? - How to put value on your own Intellectual Property in Franchising: What are the strategies? 	<p>Host/Moderator: MS. MARIA CECILIA MENGUITO Franchising Head Greenwich (CONFIRMED)</p> <p>Speaker: ATTY. REENA MITRA - VENTANILLA Partner Quisumbing Torres (CONFIRMED)</p>
Track 3	<p>General Track: Upskilling for Personal and Professional Growth (A Panel of Experts)</p> <ul style="list-style-type: none"> - What important skills do I need to develop in leadership, management and communication for me to grow and sustain my business? 	<p>Host/Moderator: MR. BENJAMIN JOSEPH BATAC President & CEO Grainsmart (CONFIRMED)</p>

	<ul style="list-style-type: none"> - How to scale up your personal and business acumen as an entrepreneur to stay relevant and remain competitive 	<p>Speaker-Panelist 1: MR. MARK ANTHONY “GLENN” RAZON CARREON President and CEO, Razon’s by Glenn (CONFIRMED)</p> <p>Speaker-Panelist 2: MR. TERENCE NEIL PADRIQUE CEO, The Lemon Co. (CONFIRMED)</p>
Track 4	<p>Operations Track: Finding the Right Location</p> <ul style="list-style-type: none"> - How do I pick the right and best location as I expand my franchise business - What are the criteria and strategies in site selection? Location can either make or break the success of a business. 	<p>Host/Moderator: MR. GILBERT TOLENTINO Corporate Business Development GM Shakey’s (CONFIRMED)</p> <p>Speaker MR. BARRY MARCELO Global Real Estate Services Head Jollibee Foods Corporation (CONFIRMED)</p>
Track 5	<p>Technology Track: Emergent & NextGen Tech for Retail Businesses to Drive Better CX & Operational Efficiency</p> <ul style="list-style-type: none"> - Familiarize yourselves on how to harness the power of AI and other emerging technologies that can provide your business the competitive advantage, operational efficiencies and/or upgraded customer experience. 	<p>Speaker: MR. ROWEN UNTIVERO Chairman and CEO KinetX (CONFIRMED)</p>

10:30AM-11:30AM: Concurrent Breakout AM Session 2: (5 Tracks)

TRACK	TOPIC TITLE	SPEAKERS
Track 6	<p>Digital Marketing Track: Growing Your Business Through Digital Marketing</p> <ul style="list-style-type: none"> - How can digital marketing tools help me grow and expand my business? - What social media platforms should I use? EG: SEM, SEO, META, IG, TIK-TOK, or Google search marketing? 	<p>Host/Moderator: MS. FARWA HOMBRE Managing Director ActionCOACH Philippines (CONFIRMED)</p> <p>Speaker: MR. MANNY GONZALES President, Digital Marketing Association of the Philippines Head, Ogilvy Consulting Philippines (CONFIRMED)</p>
Track 7	<p>Franchisor Track: Effective Qualifying of Would-Be Franchisees (A Panel of Experts)</p> <ul style="list-style-type: none"> - What are the lessons learned and success stories in selecting franchisees? 	<p>Host/Moderator: MS. MARIA CECILIA MENGUITO Franchising Head Greenwich (CONFIRMED)</p> <p>Speaker-Panelist 1: MS. CHERRYL CARIÑO, CFE Senior Franchising Manager Mister Donut (CONFIRMED)</p>

		<p>Speaker-Panelist 2: MR. PAUL LANQUINO Owner and Managing Director Pepa Wings (CONFIRMED)</p>
Track 8	<p>Finance Track: Understanding Financial Statements and Taxation for Non-Accountants</p> <ul style="list-style-type: none"> - What are the various elements that comprise financial statement, including their nature, classification, measurement and presentation? - What are the concept and procedures in filing the proper tax in order to be compliant and avoid future tax problems? 	<p>Host/Moderator: MR. BENJAMIN JOSEPH BATAAC President & CEO Grainsmart (CONFIRMED)</p> <p>Speaker: MS. ELLEN ROSE HERNANDEZ Partner, Tax Services R.G. Manabat & Co. (KPMG in the Phils) (CONFIRMED)</p>
Track 9	<p>Operations Track: Optimizing Resources in Stores Operations (A Panel of Experts)</p> <ul style="list-style-type: none"> - How to minimize pilferage cases and learn tips on loss prevention in the stores - What are best practices and strategies to keep pilferage down? 	<p>Host/Moderator: MR. GILBERT TOLENTINO Corporate Business Development GM Shakey's (CONFIRMED)</p> <p>Speaker-Panelist 1: MR. ERIC THOMAS DEE COO Mesa Filipino Moderne (CONFIRMED)</p> <p>Speaker-Panelist 2: MS. JACKIE DELA CRUZ General Manager Famous Belgian Waffle (CONFIRMED)</p>
Track 10	<p>Technology Track: Enterprise 5G Technology: The Next Big Thing in Connectivity</p> <ul style="list-style-type: none"> - Learn the latest innovation of Enterprise 5G and know how it will help grow your business 	<p>Speaker: MR. GIO ABAQUIN Head of Strategic Business Development and Innovation PLDT Enterprise (CONFIRMED)</p>

1:30PM-2:30PM: Concurrent Breakout PM Session 3: (5 Tracks)

TRACK	TRACK TITLE	SPEAKERS
Track 11	<p>Franchisor Track: Scaling Up Your Franchise Business (A Panel of Experts)</p> <ul style="list-style-type: none"> - When is the right time to grow and scale up your franchise? When to start to expand? - What does it take? What and how to prepare for it? 	<p>Host/Moderator: MR. RICARDO Z. CUNA President Fiorgelato / Kurimi Milk Tea Bar (CONFIRMED)</p> <p>Speaker-Panelist 1:</p>

		<p>MS. MELODINA ISAGUIRRE COO Tapa King (CONFIRMED)</p> <p>Speaker-Panelist 2: MS. LUCCI CANLAS Co-Founder Bang Bang Special Crispy Bangus (CONFIRMED)</p>
Track 12	<p>General Track: Accelerating The Sustainability Journey for a Competitive Edge</p> <ul style="list-style-type: none"> - Embracing Sustainability Practices for Long-Term Benefits and Competitive Advantage for your Business - Cite some example of Sustainability Initiatives to further grow the business 	<p>Host/Moderator: MR. JOEL TUGADE President Coolaire Consolidated, Inc (CONFIRMED)</p> <p>Speaker: MR. TIMOTHY DANIELS Consultant and Head of Investor Relations and Sustainability, SM Investments Corporation Member, Global Compact Network Philippines (CONFIRMED)</p>
Track 13	<p>International Track: Expanding Internationally (A Panel of Experts)</p> <ul style="list-style-type: none"> - How to grow and multiply your outlets in international markets - What are lessons learned and best practices in international expansion 	<p>Host/ Moderator: MS. CRISTINA MONTINOLA Franchise and Export Manager Bench (CONFIRMED)</p> <p>Speaker-Panelist 1: MS. KATHRYNA MANALO, CFE International Business Development Director, Potato Corner (CONFIRMED)</p>
Track 14	<p>Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts)</p> <ul style="list-style-type: none"> - Developing marketing strategies catering to both in-store and digital customers to help drive and boost sales 	<p>Host/Moderator: MR. JOEL AGUADA VP - Business Development Environment and General Services, Inc. (EGSI) (CONFIRMED)</p> <p>Speaker-Panelist 1: MS. SKY GAVIN Chief Operations Officer WhenInManila.com (CONFIRMED)</p> <p>Speaker-Panelist 2: MR. MARK DEL ROSARIO Founder Let's Eat Pare (CONFIRMED)</p>

Track 15	Technology Track: Safeguarding Your Data: Cybersecurity Best Practices <ul style="list-style-type: none"> - What are the cybersecurity issues and the best practices for safeguarding data in your business? - How can SMES protect their business from cyber threats and other malicious hacking? 	Host/Moderator: MS. ARIELLE ESCALONA-PUNO Managing Director Pure Nectar (CONFIRMED) Speaker: MR. ALEXIS BERNARDINO, PECE, ECE Field CISO and Head Enterprise Consulting Practice PLDT Enterprise/ Chief Cybersecurity Evangelist and Head Cybersecurity Product Management ePLDT (CONFIRMED)
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3:00PM-4:00PM: Concurrent Breakout PM Session 4: (5 Tracks)

TRACK	TRACK TITLE	SPEAKERS
Track 16	General Track: Practicing Social Responsibility in the Franchise System <ul style="list-style-type: none"> - What are the ethical business practices in franchising? Social responsibility of the franchisor and franchisee in the franchise system 	Moderator: MR. RICARDO Z. CUNA President Fiorgelato / Kurimi Milk Tea Bar (CONFIRMED) Speaker: DR. CARL BALITA President & CEO Carl Balita Review Center (CONFIRMED)
Track 17	General Track: Strengthening Risk Management in Business and Why is it Important? <ul style="list-style-type: none"> - What are practical strategies in identifying, assessing and mitigating risks in the business? 	Host/ Moderator: MS. DANA CUNETI, CFE AVP-Consultancy FRANCORP Philippines (CONFIRMED) Speaker: MR. ALAN S. CAJES, PhD Vice President Development Academy of the Philippine (CONFIRMED)
Track 18	Legal Track: Winning Franchise Relationships through ADR <ul style="list-style-type: none"> - Learn what alternative dispute resolution (ADR) is and how it works in different forms and what are the advantages? - Provisions on dispute resolutions in the franchise agreement 	Host/ Moderator: MS. CRISTINA MONTINOLA Franchise and Export Manager Bench (CONFIRMED) Speaker: ATTY. ELOJRA JAVIER Attorney III Intellectual Property Office of the Phils (CONFIRMED)

<p>Track 19</p>	<p>HR Track: Hiring, Empowering and Retaining Your Best People</p> <ul style="list-style-type: none"> - How to hire the suitable people for your business. - How to empower and retain your best people - What are the labor market trends 	<p>Host/Moderator: MR. JOEL AGUADA VP - Business Development Environment and General Services, Inc. (EGS) (CONFIRMED)</p> <p>Speaker: MR. MICHAEL ‘MIKE’ GODINEZ, FPM President People Management Association of the Philippines (CONFIRMED)</p>
<p>Track 20</p>	<p>Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts)</p> <ul style="list-style-type: none"> - Developing marketing strategies catering to both in-store and digital customers to help drive and boost sales 	<p>Host/Moderator: MS. ARIELLE ESCALONA-PUNO Managing Director Pure Nectar (CONFIRMED)</p> <p>Speaker-Panelist 1: MS. ANGELINE “ANGEL” A. GAFFUD Marketing Director WenPhil Corporation (CONFIRMED)</p> <p>Speaker-Panelist 2: MR. KIKO GALURA Head of Product and Innovation Summit Media (CONFIRMED)</p>

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