



FRANCHISE ASIA PHILIPPINES 2025 INTERNATIONAL CONFERENCE  
April 24, 2025, THURSDAY \* 8:30AM-5:30PM  
“BUILDING SUCCESS TOGETHER”  
FUNCTION ROOM 5, SMX Convention Center, Manila  
  
(Programme as of April 7, 2025)

TIME	ACTIVITY	
7:30AM-8:30AM	CONFERENCE REGISTRATION AM NETWORKING CONFERENCE ANNOUNCEMENTS  PART I: FORMAL OPENING CEREMONIES + AM PLENARY SESSIONS	
8:30AM-8:45AM (15mins)	Conference Opening Ceremonies Announcements	<b>Host:</b> <b>Ms. Issa Litton</b> President & Head, Trainer of 1Lit Corp.
8:45AM-8:55AM (10mins)	Invocation National Anthem	
8:55AM-9:10AM (15mins)	PFA President’s Message	<b>Mr. Joseph Tanbuntiong</b> President, PFA Chief Executive Officer, JFC Philippines & Jollibee Global Head, Jollibee Foods Corporation
9:10AM-9:30AM (20mins)	Franchise Asia Philippines 2025 Chair Message Conference Themesetter	<b>Mr. Steve Benitez</b> Franchise Asia Philippines 2025 Overall Chair Chairman and CEO, Bo’s Coffee
9:30AM-10:30AM (60 mins)	<b>Session 1: Franchising Outlook – Insights, Opportunities, and the Road Ahead (A Panel of Experts)</b>  <ul style="list-style-type: none"><li>• Expert Insights on Emerging Growth Opportunities, and Prospects within the World of Franchising</li><li>• Exploring the Key Trends Shaping the Future of Franchising</li><li>• Strategies for Building Resilience and Achieving Long-Term Growth for Franchise Businesses</li><li>• Expanding Horizons: Tapping into Growth Potential Locally and Internationally</li></ul>	<b>Moderator:</b> <b>Ms. Issa Litton</b> President & Head, Trainer of 1Lit Corp  <b>Resource Speaker:</b> <b>Dr. Ben Litalien, CFE</b> Founder & Principal, Franchise Well Consulting Director, Franchise Management Certificate Program, Georgetown University, USA <b>(CONFIRMED)</b>

		<b>Reactor-Panelists:</b> <b>Mr. Chayapatra Thongcharoen (Pong)</b> Chief Executive Officer Potato Corner Thailand & Malaysia Khao-So-I the Khaosoi Noodle Bar Rocks PC Co., Ltd. <b>(CONFIRMED)</b>  <b>Ms. Kay Lee</b> International COO Max’s Group, Inc <b>(CONFIRMED)</b>  <b>Ms. Jackie Dela Cruz</b> General Manager Famous Belgian Waffles <b>(CONFIRMED)</b>
10:30AM-11:30AM (60 mins)	<b>Session 2: Consumer Outlook: Understanding Your Future Consumer (A Panel of Experts)</b> <ul style="list-style-type: none"> <li>• Key Insights into Emerging Consumer Trends in the Philippines and ASEAN Markets</li> <li>• How Shifting Consumer Behaviors Are Impacting the Food, Retail, and Service Sectors</li> <li>• Strategies for Staying Relevant and Engaged with Evolving Consumer Demands</li> <li>• Anticipating the Needs of Tomorrow’s Consumers: Gen Z and Gen Alpha</li> </ul>	<b>Moderator:</b> <b>Mr. David Celdran</b> <b>Veteran Broadcast Journalist</b>  <b>Resource Speakers:</b> <b>Dr. Dae Lee, Ph.D.</b> Founder The Fourth Wall <b>(CONFIRMED)</b>  <b>Mr. Joaquin San Agustin</b> Executive Vice President for Marketing SM Supermalls <b>(CONFIRMED)</b>
11:30AM-11:45AM (15-min)	<b>Session 3: Beyond the AI Hype Practical Strategies for CEOs</b>	<b>Mr. Amil A. Azurin</b> Chief Commercial Officer ePLDT & PLDT Enterprise <b>(CONFIRMED)</b>
11:45AM-12:00NN (15-min)	<b>CFE GRADUATION CEREMONY</b> <ul style="list-style-type: none"> <li>• Part I: CFE 2025 Graduates</li> <li>• Part II: CFE 2025 Enrollees</li> </ul>	
12:00NN-1:00PM (60-min)	<b>LUNCH NETWORKING BREAK</b>  <b>Awarding of Franchise Asia PH 2025 Partners (Co-Presentor, Powered by and Platinum)</b>	
1:00PM-5:30PM	<b>PART II: PM PLENARY SESSIONS</b>	
1:00PM-2:00PM (60 mins)	<b>Session 4: Winning In Omnichannel (A Panel of Experts)</b> <ul style="list-style-type: none"> <li>• Unlock the Power of Omnichannel: Real-World Insights, Growth Opportunities,</li> </ul>	<b>Moderator:</b> <b>Mr. David Celdran</b> <b>Veteran Broadcast Journalist</b>

	<p>and Proven Strategies for Driving Business Success</p> <ul style="list-style-type: none"> <li>• Maximizing Brand Growth, Sales, and Awareness Through Multi-Channel Approaches</li> <li>• Actionable Tips for Promoting Your Brand Across Diverse Channels: Dine-In, Delivery, Takeout, Online, and Brick-and-Mortar</li> <li>• Mastering the Art of Winning Across Every Channel You Enter</li> <li>• Ensuring Brand Consistency Across All Touchpoints, Online and Offline</li> </ul>	<p><b>Resource Speaker:</b>  <b>Mr. Anindya Mukherjee</b>  Senior Expert  McKinsey and Company  <b>(CONFIRMED)</b></p> <p><b>Reactor-Panelists:</b>  <b>Mr. Bryan Liu</b>  Vice President for Strategy and Operations  GOLDEN ABC Inc.  <b>(CONFIRMED)</b></p> <p><b>Ms. Ada Almendras-Lazaro</b>  VP and Chief Marketing Officer  McDonald’s Philippines  <b>(CONFIRMED)</b></p> <p><b>Mr. Venon Tian</b>  Chief Operating Officer  ZUS Coffee  <b>(CONFIRMED)</b></p>
2:00PM-2:30PM	<p><b>KEYNOTE ADDRESS:</b>  <b>Philippine Economic Outlook: Prospects and Forecasts</b></p>	<p><b>Keynote Speaker:</b>  <b>HON. DOMINI SD. VELASQUEZ</b>  Undersecretary and Chief Economist  Department of Finance    <b>(CONFIRMED)</b></p>
2:30PM-3:30PM (60 mins)	<p><b>Session 5: Brand Growth Strategies (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>• Exploring Winning Strategies for Driving Brand Growth and Maintaining Relevance in a Rapidly Evolving Market</li> <li>• Targeting the Next Generation: Gen Z and Gen Alpha – Understanding the purpose-driven consumer.</li> <li>• Leveraging the Power of Social Media for Brand and Business Growth.</li> <li>• Crafting an Effective Expansion Strategy: Navigating market entry and operations – Should your brand adopt a standardized or localized approach to succeed in diverse markets?</li> </ul>	<p><b>Moderator:</b>  <b>Ms. Issa Litton</b>  <b>President &amp; Head, Trainer of 1Lit Corp.</b></p> <p><b>Resource Speaker:</b>  <b>Mr. Josiah Go</b>  Chairman and Chief Innovation Strategist, Mansmith and Fielders, Inc.  <b>(CONFIRMED)</b></p> <p><b>Reactor-Panelists:</b>  <b>Mr. Paul Andrew Birkett</b>  Chief Operating Officer  Ayala Malls  <b>(CONFIRMED)</b></p> <p><b>Ms. Katrina “Kate” Yu</b>  Chief Marketing Officer- Phils Jollibee Foods Corporation  <b>(CONFIRMED)</b></p> <p><b>Mr. RG Gabunada</b>  Partner, LOUDERPH</p>

		An entrepreneur, author, and marketing professional. <b>(CONFIRMED)</b>
<b>3:30PM-3:40PM</b> (10 mins)	<b>PM NETWORKING BREAK INTRODUCTION TO BUSINESS SOLUTION ROUNDTABLES</b>	
<b>3:40PM-5:20PM</b>	<b>PART III: BUSINESS SOLUTION ROUNDTABLES (2 Rounds)</b>	
	<b>Roundtable 1: 3:40PM-4:25PM (45 mins)</b>  <b>Break: 4:25PM-4:35PM (10 mins)</b>  <b>Roundtable 2: 4:35PM-5:20PM (45 mins)</b>	
<b>5:20PM-5:30PM</b>	<b>CLOSING CEREMONIES END OF THE CONFERENCE</b>	

Franchise Asia Philippines 2025 International Conference

22 BUSINESS SOLUTION ROUNDTABLES

NO. Color-Coded	TRACK	ROUNDTABLE TOPIC	ROUNDTABLE FACILITATOR
<b>1</b> <b>Pink</b>	<b>Branding</b>	Strengthening Brand Image: Strategies for Maintaining Relevance in a Dynamic Market	<b>MS. CHERRY KHO</b> Founder <b>BlueThumb</b>
<b>2</b> <b>Yellow</b>	<b>Franchise</b>	Bridging the Gaps: Strengthening Coordination Between Franchising Teams and Cross-Departmental Units	<b>MS. MICHELL ANN C. HONG, CFE</b> Franchising Director <b>Mang Inasal</b>
<b>3</b> <b>Yellow</b>	<b>Franchise</b>	Building Excellence: Key Elements for Creating a Champion Team for Your Franchisees	<b>MR. JEFFERSON CHUA</b> President and CEO <b>Cyclehouse</b>
<b>4</b> <b>Yellow</b>	<b>Franchise</b>	Empowering Franchisee Support Teams: Strategies for Driving Growth and Success	<b>MR. JONATHAN LUGTU, CFE</b> Franchising Senior Manager <b>Red Ribbon Bakeshop</b>
<b>5</b> <b>Yellow</b>	<b>Franchise</b>	Managing Franchisees: How to Effectively Handle Difficult Franchisees	<b>MR. MIGUEL ANTONIO S. LINDO, CFE</b> Franchise Development and Communications Director and District Director <b>BNI Business Solutions, Inc.</b>
<b>6</b> <b>Yellow</b>	<b>Franchise</b>	Preparing for Growth: Establishing a Franchise-Ready Company	<b>MR. BRIAN GO, CFE</b> Senior Operations Consultant <b>Francorp Phils.</b>
<b>7</b> <b>Yellow</b>	<b>Franchise</b>	Revitalizing Success: Strategies for Managing and Turning Around Underperforming Stores	<b>MS. MICHELLE C. PINO, CFE</b> Franchising Manager <b>McDonald’s Phils</b>

<b>8 Yellow</b>	<b>Franchise</b>	Unlocking Franchise Success: Key Strategies for Franchise Growth and Sustainability	<b>MS. RHEA FLORES, CFE</b> Strategic Planning Consultant <b>Francorp Phils.</b>
<b>9 Blue</b>	<b>Franchise Relations</b>	Building Resilience: Strengthening Sustainable Franchisor-Franchisee Relationships for Long-Term Success	<b>MS. CHATO SACAYANAN, CFE</b> Strategic Planning Consultant <b>Francorp Phils.</b>
<b>10 Blue</b>	<b>Franchise Relations</b>	Conflict Management: Strategies for Effectively Addressing and Resolving Franchisee Complaints	<b>MS. GENEVIEVE SALOMON, CFE</b> Franchising Manager <b>Goldilocks</b>
<b>11 Green</b>	<b>Franchisee</b>	Engaging Franchisees: Effective Approaches to Invest in Local Store Marketing (LSMs)	<b>MR. GABBY GONZALEZ, CFE</b> Senior Operations Consultant <b>Francorp Phils.</b>
<b>12 Green</b>	<b>Franchisee</b>	Optimizing Cash Flow: Strategic Financial Management for Franchisee Success	<b>MR. ALLAN CAO</b> Executive Director Assurance and Markets <b>Isla Lipana &amp; Co (PWC Phils)</b>
<b>13 Pink</b>	<b>HR</b>	Driving Performance: Effective Strategies for Managing Today's Workforce	<b>MR. NIÑO ALGURA, CFE</b> President <b>Farron Café Ventures, Inc.</b>
<b>14 Pink</b>	<b>HR</b>	Retaining Excellence: Strategies to Maintain and Sustain High-Performing Employees	<b>MR. ELANO MARCELO</b> Partner & Practice Leader, Business Process Solutions <b>P&amp;A Grant Thornton Outsourcing, Inc.</b>
<b>15 Yellow</b>	<b>International</b>	Exploring International Expansion: Identifying Opportunities in Key Markets	<b>MR. ERIEL "JOY" CORTEZ, CFE</b> Regional Business Unit 1 and Franchising Head <b>Red Ribbon Bakeshop</b>
<b>16 Yellow</b>	<b>International</b>	Exploring International Expansion: Is Your Franchise Ready for Global Expansion? Key Preparations for Success	<b>MS. KATHRYNA MANALO, CFE</b> International Business Development Director <b>Potato Corner</b>
<b>17 Green</b>	<b>Leadership</b>	Ensuring Business Continuity: Effective Succession Planning Strategies	<b>PROF. RICARDO DE VERA, MBA, CSP, CMP</b> Strategy Transformation and Innovation Head <b>Baseline Solutions Learning Hub</b>
<b>18 Green</b>	<b>Marketing</b>	Boosting Store Sales: Successful Marketing Strategies and Campaigns for Impact	<b>MR. GRETZ RIVERA, CFE</b> Chief Operations Officer <b>Pepper Lunch</b>

19 Blue	Operations	Enhancing Growth: Optimizing Franchisor Systems and Processes for Greater Efficiency	MS. JENNIFER GAIL M. KIM, CFE Sr Manager for New Business and Strategic Partnerships Minute Burger and BBQ Bob
20 Blue	Operations	Protecting Your Business: Strategies to Prevent, Handle, and Manage Fraud, Theft, and Pilferage in Stores	MS. MARY GRACE B. HERNANDEZ, CFE Franchise Development Manager Max’s Group, Inc
21 Blue	Operations	Thriving in Mall Environment: Strategies for Successfully Operating Your Stores	MS. VIDA JEAN T. CABANLIT, CFE Operations Consultant Francorp Phils.
22 Pink	Sales	Winning Sales: Techniques for Crafting Effective and Persuasive Sales Pitches	MR. JOSELITO SAMSON, CFE Senior Business Coach ActionCOACH Philippines

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