



**FRANCHISE ASIA**  
PHILIPPINES 2024

EMPOWERMENT THROUGH FRANCHISING:  
**Explore · Expand · Excel**

# International Franchise Conference

**2-3 SEPTEMBER 2024**

SMX Convention Center Manila



SMSUPERMALLS



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

**DAY 1: SEPTEMBER 2, 2024, MONDAY**

**8:00AM-4:30PM \* Function Rooms 1 and 2**

**BUSINESS SOLUTION ROUNDTABLES & PLENARY SESSIONS**

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

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

9	Profiling Franchisee Applicants	<b>MS. MARY GRACE B. HERNANDEZ, CFE</b> Franchise Development Manager Max's Group, Inc
10	Strengthening Franchise Support System (Execution)	<b>MR. BRIAN GO, CFE</b> Senior Operations Consultant Francorp Phils.
<b>II.</b>	<b>FRANCHISOR TRACKS: (FOR MATURE and ESTABLISHED FRANCHISES) GREEN COLOR-CODED</b>	<b>ROUNDTABLE FACILITATORS</b>
1	Building and Leading a High-Performing Franchise Team	<b>MR. RAFFY SANTOS, CFE</b> Franchising Director Jollibee
2	Developing a Memorable Brand Experience	<b>MS. CHERRY KHO</b> Founder BlueThumb
3	Determining the Expansion Potential of a Franchise Brand	<b>MS. KATHRYNA MANALO, CFE</b> International Business Development Director Potato Corner
4	Empowering Your Field Support Team that Franchisees Value	<b>MS. HAZEL HERNANDEZ- FRANCISCO, CFE</b> National Franchise Business Manager Yellow Cab
5	Future-Proof Your Franchise Business Thru Disruptive Strategies	<b>PROF. RICARDO DE VERA, MBA, CSP, CMP</b> Strategy/Transformation Head and Managing Director BaselineSolutions Consulting
6	How to Effectively Handle Difficult Franchisees	<b>MS. MICHELL ANN C. HONG, CFE</b> Franchising Director Mang Inasal
7	How to Turnaround Underperforming Stores	<b>MS. VIDA JEAN T. CABANLIT, CFE</b> Operations Consultant Francorp Phils.
8	Innovation in a Franchise Business Model	<b>MS. JENNIFER GAIL M. KIM, CFE</b> Senior Network Head - Network Management Minute Burger and BBQ Bob
9	Managing Exit Strategies in Franchising (Transfer/Change of Ownership, Closure, Take Over, or any eventualities - ending the franchise)	<b>MR. DONATO G. SUYAT IV, CFE</b> Head, Franchise Management & Relations Shakey's/ Peri-Peri Charcoal Chicken & Sauce Bar
<b>III.</b>	<b>FRANCHISEE TRACKS: BLUE COLOR-CODED</b>	<b>ROUNDTABLE FACIRILITATORS</b>
1	Best Practices in Achieving Store Operations Efficiency	<b>MS. MICHELLE PINO, CFE</b> Franchising Manager McDonald's Phils.
2	Effectively Lead Your Franchise Business to Success	<b>MS. RIZA MASUPIL, CFE</b> Operations Director Greenwich
3	Enhancing In-Store Experience of Your Customers	<b>MS. KATHLEEN KAY A. JOSE, CFE</b> Multi-Unit Manager Max's Group Inc. - Pancake House
4	Franchisee Mindset: Hands-on vs. Remote Control	<b>MR. LITO SAMSON, CFE</b> Senior Business Coach ActionCoach
5	Getting Repeat Sales and Building Customer Loyalty	<b>MR. GABBY GONZALES, CFE</b> Senior Operations Consultant Francorp Phils.
6	Understanding the Bottomline in Business	<b>MR. ELANO MARCELO</b> Partner P&A Grant Thornton Outsourcing, Inc.

<b>10:45AM-11:00AM</b>	<b>BREAK CONFERENCE ANNOUNCEMENTS</b>	
<b>11:00AM-12:00NN</b>	<b>PART II: FAPHL 2024 FORMAL OPENING CEREMONIES</b>	
<b>Time</b>	<b>Activity</b>	<b>Speakers</b>
11:00AM-11:40AM	Conference Announcements	<b>Host:</b> <b>MS. ISSA LITTON</b> President & Head Trainer of 1Lit Corp
	Invocation National Anthem	
	PFA President's Message	<b>MR. JOSEPH TANBUNTIONG</b> President, PFA Chief Executive Officer (CEO)- JFC Philippines & Jollibee Global Head Jollibee Foods Corporation
	Franchise Asia Philippines 2024 Chair Message	<b>MR. JOEY GARCIA, CFE</b> <b>FAPHL 2024 Overall Chair</b> President and CEO Eight-8-Ate Food Group Wendy's Phils
	Franchise Asia Philippines 2024 Conference Opening Ceremonies	<b>MR. STEVE BENITEZ</b> <b>FAPHL 2024 Conference Chair</b> President and CEO Bo's Coffee
	Introduction to Keynote Speaker	<b>DR. BING SIBAL-LIMJOCO, CFE</b> Vice Chairman, PFA Vice Chairman, Francorp Phils
11:40AM-12:00NN (20 mins)	Keynote Address/Presentation	<b>Keynote Speaker:</b> <b>SECRETARY FREDERICK GO</b> Special Assistant to the President for Investment and Economic Affairs
<b>12:00PM</b>	<b>PART III: NETWORKING LUNCH &amp; CFE GRADUATION</b>	
12:00PM	<b>NETWORKING LUNCH AVP PLAYING</b>	
12:25PM 12:40PM (15-min)	<b>CFE GRADUATION CEREMONY</b>	<b>Host:</b> <b>MS. ISSA LITTON</b> President & Head Trainer, 1Lit Corp
12:45PM 1:00PM		
<b>1:00PM-4:30PM</b>	<b>PART IV: PLENARY SESSIONS</b>	
1:00PM-1:20PM (20 mins)	<b>Session 1: Knowing Your Future Consumer: Trends, Insights and Forecasts</b>	<b>MS. SUYIN SOON</b> Partner, Leader of Consumer Marketing Practice in Southeast Asia McKinsey and Company
1:20PM-2:10PM (50 mins)	<b>Session 2: The Great Debate Forum: Celebrity Endorsers or Social Media Influencers: Which is Better for Your Brand (A Panel of Experts)</b>	<b>Moderator:</b> <b>MR. DAVID CELDRAN</b> Veteran Broadcast Journalist Host, ABS-CBN News Channel's Executive Class  <b>A Panel of Experts:</b>  <b>Celebrity Endorser Position:</b>  1. <b>Mr. Gregory Francis H. Banzon</b> EVP and COO, Century Pacific Food, Inc.

		<p>2. <b>Ms. Meryl Adiel T. Hernandez</b> AVP for Corporate Relations and Impact, McDonald's Philippines</p> <p><b><u>Social Media Influencers Position:</u></b></p> <p>1. <b>Ms. Maria Teresa "Matec" Villanueva</b>, Director for Marketing and Communications, Ateneo de Manila University</p> <p>2. <b>Ms. Janette Toral</b> E-Commerce Advocate, Digital Influencer and Digital Leader, DigitalFilipino</p>
2:10PM-3:00PM (50 mins)	<p><b>Session 3: The Franchise Forum: Empowerment Through Franchising: Explore · Expand · Excel (A Panel of Experts)</b></p>	<p><b>Moderator:</b> <b>MS. ISSA LITTON</b> <b>President &amp; Head Trainer of 1Lit Corp</b></p> <p><b>A Panel of Experts:</b></p> <p>1. <b>Mr. Fernando Yu, Jr.</b> President of Jollibee Philippines</p> <p>2. <b>Mr. Marco Antonio Soliman</b> President and CEO of LT&amp;G Credit Line</p> <p>3. <b>Mr. Joey Alvero, CFE</b> COO of Potato Corner</p> <p>4. <b>Mr. Francis Glenn Yu, CFE</b> President &amp; CEO, SEAOIL Philippines</p>
3:00PM-3:50PM (50 mins)	<p><b>Session 4: The C-Suite Forum: Transformational Leadership: Taking Your Business to the Next Level (A Panel of Experts)</b></p>	<p><b>Moderator:</b> <b>MR. DAVID CELDRAN</b> <b>Veteran Broadcast Journalist</b> <b>Host, ABS-CBN News Channel's Executive Class</b></p> <p><b>A Panel of Experts:</b></p> <p>1. <b>Mr. George Royeca</b> Chief Executive Officer of Angkas</p> <p>2. <b>Ms. Mary Grace Dimacali</b> Founder and CEO of Mary Grace Cafe</p> <p>3. <b>Mr. Steven Tan</b> President of SM Supermalls</p> <p>4. <b>Ms. Ana Marie Lorenzana de Ocampo</b> CEO and President of Wildflour Hospitality Group</p>
3:50PM-4:20PM (30 mins)	<p><b>The NXT GEN IN FRANCHISING Session</b></p> <ul style="list-style-type: none"> <li>● The NXT GEN Introduction and Final Pitch</li> <li>● The NXT GEN Announcement of Winners</li> </ul>	<p><b>Host:</b> <b>MR. DAVID CELDRAN</b> <b>Veteran Broadcast Journalist</b> <b>Host, ABS-CBN News Channel's Executive Class</b></p>
4:20PM-4:30PM	<p><b>Conference Announcements</b> <b>End of Day 1 Conference</b></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**

**PART I: AM CONCURRENT BREAKOUT SESSIONS:**

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

**PART II: PM CONCURRENT BREAKOUT SESSIONS:**

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

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

<b>TRACK / ROOM ASSIGNED</b>	<b>TRACK TITLE</b>	<b>SPEAKERS</b>
<b>Track 1 Function Room Room (Half)</b>	<b>Data Track: Driving Data for Decision-Making (A Panel of Experts)</b>	<p><b>Host/Moderator:</b>  <b>MS. FARWA HOMBRE</b>                      Managing Director                      ActionCOACH Philippines</p> <p><b>Speaker-Panelist 1:</b>  <b>MS. GERMAINE A. REYES</b>                      President &amp; CEO                      Synergy Market Research + Strategic Consultancy</p> <p><b>Speaker-Panelist 2:</b>  <b>MR. PAUL JOHN “PAO” PENA</b>                      Strategy &amp; Insights, Data &amp; Analytics Lead,                      McDonald's Philippines</p>
<b>Track 2 MR 2-3</b>	<b>Franchisor Track: Protecting Your Brand in Franchising</b>	<p><b>Host/Moderator:</b>  <b>MS. MARIA CECILIA MENGUITO</b>                      Franchising Head                      Greenwich</p> <p><b>Speaker:</b>  <b>ATTY. REENA MITRA - VENTANILLA</b>                      Partner                      Quisumbing Torres</p>
<b>Track 3 MR 4-6</b>	<b>General Track: Upskilling for Personal and Professional Growth (A Panel of Experts)</b>	<p><b>Host/Moderator:</b>  <b>MR. BENJAMIN JOSEPH BATAK</b>                      President &amp; CEO                      Grainsmart</p> <p><b>Speaker-Panelist 1:</b>  <b>MR. MARK ANTHONY “GLENN” RAZON CARREON</b>                      President and CEO,                      Razon’s by Glenn</p> <p><b>Speaker-Panelist 2:</b>  <b>MR. TERENCE NEIL PADRIQUE</b>                      CEO, The Lemon Co.</p>

<b>Track 4 MR 7-8</b>	<b>Operations Track: Finding the Right Location</b>	<b>Host/Moderator:</b> <b>MR. GILBERT TOLENTINO</b> Corporate Business Development GM Shakey's  <b>Speaker</b> <b>MR. BARRY MARCELO</b> Global Real Estate Services Head Jollibee Foods Corporation
<b>Track 5 MR 9</b>	<b>Technology Track: Emergent &amp; NextGen Tech for Retail Businesses to Drive Better CX &amp; Operational Efficiency</b>	<b>Host/Moderator:</b> <b>MR. MICHAEL RAFAEL RUIZ</b> Head – Enterprise Strategic Technology Management PLDT Enterprise  <b>Speaker:</b> <b>MR. ROWEN UNTIVERO</b> Chairman and CEO KinetX

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

<b>TRACK / ROOM ASSIGNED</b>	<b>TRACK TITLE</b>	<b>SPEAKERS</b>
<b>Track 6 Function Room 1 (Half)</b>	<b>Digital Marketing Track: Growing Your Business Through Digital Marketing</b>	<b>Host/Moderator:</b> <b>MS. FARWA HOMBRE</b> Managing Director ActionCOACH Philippines  <b>Speaker:</b> <b>MR. MANNY GONZALES</b> President, Digital Marketing Association of the Philippines Head, Ogilvy Consulting Philippines
<b>Track 7 MR 4-6</b>	<b>Franchisor Track: Effective Qualifying of Would-Be Franchisees (A Panel of Experts)</b>	<b>Host/Moderator:</b> <b>MS. MARIA CECILIA MENGUITO</b> Franchising Head Greenwich <b>Speaker-Panelist 1:</b> <b>MS. CHERRYL CARIÑO, CFE</b> Senior Franchising Manager Mister Donut  <b>Speaker-Panelist 2:</b> <b>MS. JUELLE DIZON</b> Head of Commissary Operations The Pepasola Food Corporation/ Pepa Wings
<b>Track 8 MR 2-3</b>	<b>Finance Track: Understanding Financial Statements and Taxation for Non-Accountants</b>	<b>Host/Moderator:</b> <b>MR. BENJAMIN JOSEPH BATAK</b> President & CEO Grainsmart  <b>Speaker:</b> <b>MS. ELLEN ROSE HERNANDEZ</b> Partner, Tax Services R.G. Manabat & Co. (KPMG in the Philippines)
<b>Track 9 MR 7-8</b>	<b>Operations Track: Optimizing Resources in Stores Operations (A Panel of Experts)</b>	<b>Host/Moderator:</b> <b>MR. GILBERT TOLENTINO</b> Corporate Business Development GM Shakey's

		<p><b>Speaker-Panelist 1:</b>  <b>MR. RAYMOND E. FEDERIGAN, CFE</b>          Director for National Operations          FRD Food &amp; Spices, Inc.          (Mesa Filipino Moderne)</p> <p><b>Speaker-Panelist 2:</b>  <b>MS. JACKIE DELA CRUZ</b>          General Manager          Famous Belgian Waffles</p>
Track 10 MR 9	Technology Track: Enterprise 5G Technology: The Next Big Thing in Connectivity	<p><b>Host/Moderator</b>  <b>MR. MICHAEL RAFAEL RUIZ</b>          Head – Enterprise Strategic Technology Management          PLDT Enterprise</p> <p><b>Speaker:</b>  <b>MR. GIO ABAQUIN</b>          Head of Strategic Business Development and Innovation          PLDT Enterprise</p>

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

TRACK / ROOM ASSIGNED	TRACK TITLE	SPEAKERS
Track 11 Function Room 1 (Half)	Franchisor Track: Scaling Up Your Franchise Business (A Panel of Experts)	<p><b>Host/Moderator:</b>  <b>MR. RICARDO Z. CUNA, CFE</b>          President          Fiorgelato / Kurimi Milk Tea Bar</p> <p><b>Speaker-Panelist 1:</b>  <b>MS. MELODINA ISAGUIRRE</b>          COO          Tapa King</p> <p><b>Speaker-Panelist 2:</b>  <b>MS. LUCCI CANLAS</b>          Co-Founder          Bang Bang Special Crispy Bangus</p>
Track 12 MR 2-3	General Track: Accelerating The Sustainability Journey for a Competitive Edge	<p><b>Host/ Moderator:</b>  <b>MS. DANA CUNETA, CFE</b>          AVP-Consultancy          Francorp Philippines</p> <p><b>Speaker:</b>  <b>MR. TIMOTHY DANIELS</b>          Consultant and Head of Investor Relations and Sustainability, SM Investments Corporation           Member, Global Compact Network Philippines</p>
Track 13 MR 7-8	International Track: Expanding Internationally	<p><b>Host/ Moderator:</b>  <b>MS. CRISTINA MONTINOLA</b>          Franchise and Export Manager          Bench</p> <p><b>Speaker:</b>  <b>MS. KATHRYNA MANALO, CFE</b>          International Business Development Director          Potato Corner</p>

<p><b>Track 14</b> <b>MR 4-6</b></p>	<p><b>Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts)</b></p>	<p><b>Host/Moderator:</b> <b>MS. LIN DERES, CFE</b> Franchise Relations Consultant</p> <p><b>Speaker-Panelist 1:</b> <b>MS. SKY GAVIN</b> Chief Operating Officer Wheninmanila.com</p> <p><b>Speaker-Panelist 2:</b> <b>MR. MARK DEL ROSARIO</b> Founder Let's Eat Pare</p>
<p><b>Track 15</b> <b>MR 9</b></p>	<p><b>Technology Track: Safeguarding Your Data: Cybersecurity Best Practices</b></p>	<p><b>Host/Moderator:</b> <b>MR. JOEL AGUADA</b> Senior Vice President Worldwidelink Group</p> <p><b>Speaker:</b> <b>MR. ALEXIS BERNARDINO, PECE, ECE</b> Field CISO and Head Enterprise Consulting Practice PLDT Enterprise</p> <p>Chief Cybersecurity Evangelist and Head Cybersecurity Product Management ePLDT</p>

**3:00PM-4:00PM: Concurrent Breakout PM Session 4: (5 Tracks)**

<p><b>TRACK / ROOM ASSIGNED</b></p>	<p><b>TRACK TITLE</b></p>	<p><b>SPEAKERS</b></p>
<p><b>Track 16</b> <b>Function Room 1 (Half)</b></p>	<p><b>General Track: Practicing Social Responsibility in the Franchise System</b></p>	<p><b>Moderator:</b> <b>MR. RICARDO Z. CUNA, CFE</b> President Fiorgelato / Kurimi Milk Tea Bar</p> <p><b>Speaker:</b> <b>DR. CARL BALITA, CFE</b> President &amp; CEO Dr. Carl Balita Review Center</p>
<p><b>Track 17</b> <b>MR 2-3</b></p>	<p><b>General Track: Strengthening Risk Management in Business and Why is it Important?</b></p>	<p><b>Host/ Moderator:</b> <b>MS. DANA CUNETETA, CFE</b> AVP-Consultancy Francorp Philippines</p> <p><b>Speaker:</b> <b>MR. ALAN S. CAJES, PhD</b> Compliance Officer &amp; Acting Senior Vice President of Services Group Development Academy of the Philippines</p>
<p><b>Track 18</b> <b>MR 7-8</b></p>	<p><b>Legal Track: Winning Franchise Relationships through ADR</b></p>	<p><b>Host/ Moderator:</b> <b>MS. CRISTINA MONTINOLA</b> Franchise and Export Manager Bench</p> <p><b>Speaker:</b> <b>ATTY. ELOJRA JAVIER</b> Attorney III for Bureau of Legal Affairs Intellectual Property Office of the Phils</p>



<p><b>Track 19</b> <b>MR 9</b></p>	<p><b>HR Track: Hiring, Empowering and Retaining Your Best People</b></p>	<p><b>Host/Moderator:</b> <b>MS. LIN DERES, CFE</b> Franchise Relations Consultant</p> <p><b>Speaker:</b> <b>MR. MICHAEL 'MIKE' GODINEZ, FPM</b> President People Management Association of the Philippines</p>
<p><b>Track 20</b> <b>MR 4-6</b></p>	<p><b>Marketing Track: Marketing Strategies to Drive and Boost Sales</b> <b>(A Panel of Experts)</b></p>	<p><b>Host/Moderator:</b> <b>MR. JOEL AGUADA</b> Senior Vice President Worldwidelink Group</p> <p><b>Speaker-Panelist 1:</b> <b>MS. ANGELINE "ANGEL" A. GAFFUD</b> Marketing Director WenPhil Corporation (Wendy's Philippines)</p> <p><b>Speaker-Panelist 2:</b> <b>MR. KIKO GALURA</b> Head of Product and Innovation Summit Media</p>

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