



**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”**  
**Programme (as of August 20, 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	<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)	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> 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. ROEL S. PEREZ, CFE</b> Head, Network Expansion Generika
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)</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:</b>	<b>ROUNDTABLE FACILITATORS</b>
1	Best Practices in Achieving Store Operations Efficiency	<b>MR. BRICE JUSTIN GODFRIED</b> VP for Operations Doktors Generics Pharmacy, Inc. Franchisee, TGP Pharma
2	Effectively Lead Your Franchise Business to Success	<b>MS. RIZA MASUPIL, CFE</b> Operations Director Greenwich
4	Enhancing In-Store Experience of Your Customers	<b>MS. KATHLEEN KAY A. JOSE, CFE</b> Multi-Unit Manager Max's Group Inc. - Pancake House
5	Franchisee Mindset: Hands-on vs. Remote Control	<b>MR. LITO SAMSON, CFE</b> Senior Business Coach ActionCoach

6	Getting Repeat Sales and Building Customer Loyalty	<b>MR. GABBY GONZALES, CFE</b> Senior Operations Consultant Francorp Phils.
7	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 Conference Themesetter	<b>MR. STEVE BENITEZ</b> <b>FAPHL 2024 Conference Chair</b> President and CEO Bo's Coffee
	Introduction to Keynote Speaker	<b>PFA Board of Trustee</b>
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; CERTIFIED FRANCHISE EDUCATION 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>LUNCHEON SPONSOR PRESENTATION (Tentative)</b>	
<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>  - Know macro consumer buying trends and forecasts that will shape the future of retailing/franchising landspace	<b>MS. SUYIN SOON</b> Partner, Leader of Consumer Marketing Practice in Southeast Asia McKinsey and Company

	<ul style="list-style-type: none"> <li>- Getting ahead of the changing consumer. Understand the buying shifts, needs, wants, priorities and expectations of the changing consumer</li> <li>- To present data/information about F&amp;B (60%) and Retail (40%)</li> </ul> <p><b>Modality:</b> Speaker's Presentation</p>	
1:20PM-2:10PM (50 mins)	<p><b>Session 2: The Great Debate Forum: Celebrity Endorsers or Social Media Influencers: Which is Better for Your Brand</b></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><b>Modality:</b></p> <ul style="list-style-type: none"> <li>● 5-min: Intro to Session and Panelists</li> <li>● 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.</li> <li>● 15-min Panel Discussion to be facilitated by a distinguished moderator</li> <li>● 5-min: 1-min closing statement of each panelist</li> </ul>	<p><b>Moderator:</b> MR. DAVID CELDRAN Veteran Broadcast Journalist Host, ABS-CBN News Channel's Executive Class</p> <p><b>(A Panel of Experts)</b></p> <p><b>Celebrity Endorser Position:</b></p> <ol style="list-style-type: none"> <li>1. <b>Mr. Gregory Francis H. Banzon</b>, EVP and COO, Century Pacific Food, Inc.</li> <li>2. <b>Ms. Meryl Adiel T. Hernandez</b>, AVP for Corporate Relations and Impact, McDonald's Philippines</li> </ol> <p><b>Social Media Influencers Position:</b></p> <ol style="list-style-type: none"> <li>1. <b>Ms. Maria Teresa "Matec" Villanueva</b>, Director for Marketing and Communications, Ateneo de Manila University</li> <li>2. <b>Ms. Janette Toral</b>, E-Commerce Advocate, Digital Influencer and Digital Leader, DigitalFilipino</li> </ol>
2:10PM-3:00PM (50 mins)	<p><b>Session 3: The Franchise Forum: Empowerment Through Franchising: Explore · Expand · Excel</b></p> <ul style="list-style-type: none"> <li>- Explore: New Horizons, Innovation and Opportunities</li> <li>- Expand: Growth, Expansion and Market Leadership</li> <li>- Excel: Excellence and Sustainability Initiatives</li> </ul> <p><b>Modality:</b> Panel Discussion</p>	<p><b>Moderator:</b> MS. ISSA LITTON President &amp; Head Trainer of 1Lit Corp</p> <p><b>A Panel of Experts:</b></p> <ol style="list-style-type: none"> <li>1. <b>Mr. Fernando Yu, Jr.</b>, President of Jollibee Philippines</li> <li>2. <b>Mr. Marco Antonio Soliman</b>, President and CEO of LT&amp;G Credit Line</li> <li>3. <b>Mr. Joey Alvero</b>, CFE, COO of Potato Corner</li> <li>4. <b>Mr. Francis Glenn Yu</b>, CFE, President &amp; CEO, SEA OIL Philippines</li> </ol>
3:00PM-3:50PM (50 mins)	<p><b>Session 4: The C-Suite Forum: Transformational Leadership: Taking the Business to the Next Level (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>- What characteristics of a leader that can take the business to the next level</li> </ul>	<p><b>Moderator:</b> MR. DAVID CELDRAN Veteran Broadcast Journalist Host, ABS-CBN News Channel's Executive Class</p>

	<ul style="list-style-type: none"> <li>- What cutting-edge strategies, pioneering breakthroughs or innovation implemented that helped brought your business to the next level</li> <li>- What are your future plans and prospects to further transform and scale up your business.</li> </ul> <p><b>Modality:</b> Panel Discussion</p>	<p><b>(A Panel of Experts)</b></p> <ol style="list-style-type: none"> <li>1. <b>Mr. George Royeca</b>, Chief Executive Officer of Angkas</li> <li>2. <b>Mr. Mary Grace Dimacali</b>, Founder and CEO of Mary Grace Cafe</li> <li>3. <b>Mr. Steven Tan</b>, President of SM Supermalls</li> <li>4. <b>Ms. Ana Marie Lorenzana de Ocampo</b>, CEO and President of Wildflour Hospitality Group</li> </ol>
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 (as of August 20, 2024)**

**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</b>	<b>TOPIC TITLE</b>	<b>SPEAKERS</b>
<b>Track 1</b>	<p><b>Data Track: Driving Data for Decision-Making (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>- How to utilize and analyze data to make better decisions/ to come up with a data-driven decision-making</li> <li>- Be updated with what’s happening in your stores, sales and inventory level.</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 15-min Speaker 1 Presentation</li> <li>· 15-min Speaker 2 Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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</b>	<p><b>Franchisor Track: Protecting Your Brand in Franchising</b></p> <ul style="list-style-type: none"> <li>- What are the essentials of intellectual property rights?</li> <li>- How to put value on your own Intellectual Property in Franchising: What are the strategies?</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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</b>	<p><b>General Track: Upskilling for Personal and Professional Growth (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>- What important skills do I need to develop in leadership, management and communication for me to grow and sustain my business?</li> </ul>	<p><b>Host/Moderator:</b>  <b>MR. BENJAMIN JOSEPH BATAAC</b>            President &amp; CEO            Grainsmart</p>

	<ul style="list-style-type: none"> <li>- How to scale up your personal and business acumen as an entrepreneur to stay relevant and remain competitive</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 15-min Speaker 1 Presentation</li> <li>· 15-min Speaker 2 Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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</b>	<p><b>Operations Track: Finding the Right Location</b></p> <ul style="list-style-type: none"> <li>- How do I pick the right and best location as I expand my franchise business</li> <li>- What are the criteria and strategies in site selection? Location can either make or break the success of a business.</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<p><b>Host/Moderator:</b>  <b>MR. GILBERT TOLENTINO</b>  Corporate Business Development GM  Shakey’s</p> <p><b>Speaker</b>  <b>MR. BARRY MARCELO</b>  Global Real Estate Services Head  Jollibee Foods Corporation</p>
<b>Track 5</b>	<p><b>Technology Track: Emergent &amp; NextGen Tech for Retail Businesses to Drive Better CX &amp; Operational Efficiency</b></p> <ul style="list-style-type: none"> <li>- 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.</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30-min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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. ROWEN UNTIVERO</b>  Chairman and CEO  KinetX</p>

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

<b>TRACK</b>	<b>TOPIC TITLE</b>	<b>SPEAKERS</b>
<b>Track 6</b>	<p><b>Digital Marketing Track: Growing Your Business Through Digital Marketing</b></p> <ul style="list-style-type: none"> <li>- How can digital marketing tools help me grow and expand my business?</li> <li>- What social media platforms should I use? EG: SEM, SEO, META, IG, TIK-TOK, or Google search marketing?</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30-min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<p><b>Host/Moderator:</b>  <b>MS. FARWA HOMBRE</b>  Managing Director  ActionCOACH Philippines  <b>(CONFIRMED)</b></p> <p><b>Speaker:</b>  <b>MR. MANNY GONZALES</b>  President, Digital Marketing Association of the Philippines</p> <p>Head, Ogilvy Consulting Philippines</p>
<b>Track 7</b>	<p><b>Franchisor Track: Effective Qualifying of Would-Be Franchisees (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>- What are the lessons learned and success stories in selecting franchisees?</li> </ul>	<p><b>Host/Moderator:</b>  <b>MS. MARIA CECILIA MENGUITO</b>  Franchising Head  Greenwich</p>

	<p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 15-min Speaker 1 Presentation</li> <li>· 15-min Speaker 2 Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<p><b>Speaker-Panelist 1:</b>  <b>MS. CHERRYL CARIÑO, CFE</b>  Senior Franchising Manager  Mister Donut</p> <p><b>Speaker-Panelist 2:</b>  <b>MS. JUELLE DIZON</b>  Head of Commissary  Operations  The Pepasola Food  Corporation/ Pepa Wings</p>
<b>Track 8</b>	<p><b>Finance Track: Understanding Financial Statements and Taxation for Non-Accountants</b></p> <ul style="list-style-type: none"> <li>- What are the various elements that comprise financial statement, including their nature, classification, measurement and presentation?</li> <li>- What are the concept and procedures in filing the proper tax in order to be compliant and avoid future tax problems?</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<p><b>Host/Moderator:</b>  <b>MR. BENJAMIN JOSEPH BATAAC</b>  President &amp; CEO  Grainsmart</p> <p><b>Speaker:</b>  <b>MS. ELLEN ROSE HERNANDEZ</b>  <b>Partner, Tax Services</b>  R.G. Manabat &amp; Co. (KPMG  in the Philippines)</p>
<b>Track 9</b>	<p><b>Operations Track: Optimizing Resources in Stores Operations (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>- How to minimize pilferage cases and learn tips on loss prevention in the stores</li> <li>- What are best practices and strategies to keep pilferage down?</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 15-min Speaker 1 Presentation</li> <li>· 15-min Speaker 2 Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<p><b>Host/Moderator:</b>  <b>MR. GILBERT TOLENTINO</b>  Corporate Business  Development GM  Shakey's</p> <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>
<b>Track 10</b>	<p><b>Technology Track: Enterprise 5G Technology: The Next Big Thing in Connectivity</b></p> <ul style="list-style-type: none"> <li>- Learn the latest innovation of Enterprise 5G and know how it will help grow your business</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30-min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<p><b>Host/Moderator:can</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>



<b>TRACK</b>	<b>TRACK TITLE</b>	<b>SPEAKERS</b>
<b>Track 11</b>	<p><b>Franchisor Track: Scaling Up Your Franchise Business (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>- When is the right time to grow and scale up your franchise? When to start to expand?</li> <li>- What does it take? What and how to prepare for it?</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 15-min Speaker 1 Presentation</li> <li>· 15-min Speaker 2 Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<p><b>Host/Moderator:</b>  <b>MR. RICARDO Z. CUNA</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>
<b>Track 12</b>	<p><b>General Track: Accelerating The Sustainability Journey for a Competitive Edge</b></p> <ul style="list-style-type: none"> <li>- Embracing Sustainability Practices for Long-Term Benefits and Competitive Advantage for your Business</li> <li>- Cite some example of Sustainability Initiatives to further grow the business</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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</p> <p>Member, Global Compact Network Philippines</p>
<b>Track 13</b>	<p><b>International Track: Expanding Internationally</b></p> <ul style="list-style-type: none"> <li>- How to grow and multiply your outlets in international markets</li> <li>- What are lessons learned and best practices in international expansion</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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>
<b>Track 14</b>	<p><b>Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>- Developing marketing strategies catering to both in-store and digital customers to help drive and boost sales</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 15-min Speaker 1 Presentation</li> <li>· 15-min Speaker 2 Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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 Operations Officer  WheninManila.com</p> <p><b>Speaker-Panelist 2:</b>  <b>MR. MARK DEL ROSARIO</b>  Founder  Let's Eat Pare</p>

<b>Track 15</b>	<b>Technology Track: Safeguarding Your Data: Cybersecurity Best Practices</b> <ul style="list-style-type: none"> <li>- What are the cybersecurity issues and the best practices for safeguarding data in your business?</li> <li>- How can SMES protect their business from cyber threats and other malicious hacking?</li> </ul> <b>Format/Modality:</b> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<b>Host/Moderator:</b> <b>MR. JOEL AGUADA</b> Senior Vice President Worldwidelink Group  <b>Speaker:</b> <b>MR. ALEXIS BERNARDINO, PECE, ECE</b> Field CISO and Head Enterprise Consulting Practice PLDT Enterprise/ Chief Cybersecurity Evangelist and Head Cybersecurity Product Management ePLDT
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**3:00PM-4:00PM: Concurrent Breakout PM Session 4: (5 Tracks)**

TRACK	TRACK TITLE	SPEAKERS
<b>Track 16</b>	<b>General Track: Practicing Social Responsibility in the Franchise System</b> <ul style="list-style-type: none"> <li>- What are the ethical business practices in franchising? Social responsibility of the franchisor and franchisee in the franchise system</li> </ul> <b>Format/Modality:</b> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<b>Moderator:</b> <b>MR. RICARDO Z. CUNA</b> President Fiorgelato / Kurimi Milk Tea Bar  <b>Speaker:</b> <b>DR. CARL BALITA, CFE</b> President & CEO Carl Balita Review Center
<b>Track 17</b>	<b>General Track: Strengthening Risk Management in Business and Why is it Important?</b> <ul style="list-style-type: none"> <li>- What are practical strategies in identifying, assessing and mitigating risks in the business?</li> </ul> <b>Format/Modality:</b> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30-min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<b>Host/ Moderator:</b> <b>MS. DANA CUNETI, CFE</b> AVP-Consultancy FRANCORP Philippines  <b>Speaker:</b> <b>MR. ALAN S. CAJES, PhD</b> Vice President Development Academy of the Philippines
<b>Track 18</b>	<b>Legal Track: Winning Franchise Relationships through ADR</b> <ul style="list-style-type: none"> <li>- Learn what alternative dispute resolution (ADR) is and how it works in different forms and what are the advantages?</li> <li>- Provisions on dispute resolutions in the franchise agreement</li> </ul> <b>Format/Modality:</b> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<b>Host/ Moderator:</b> <b>MS. CRISTINA MONTINOLA</b> Franchise and Export Manager Bench  <b>Speaker:</b> <b>ATTY. ELOJRA JAVIER</b> Attorney III Intellectual Property Office of the Phils

<p><b>Track 19</b></p>	<p><b>HR Track: Hiring, Empowering and Retaining Your Best People</b></p> <ul style="list-style-type: none"> <li>- How to hire the suitable people for your business.</li> <li>- How to empower and retain your best people</li> <li>- What are the labor market trends</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 30--min Speaker Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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></p>	<p><b>Marketing Track: Marketing Strategies to Drive and Boost Sales (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>- Developing marketing strategies catering to both in-store and digital customers to help drive and boost sales</li> </ul> <p><b>Format/Modality:</b></p> <ul style="list-style-type: none"> <li>· Opening / Session Intro</li> <li>· 15-min Speaker 1 Presentation</li> <li>· 15-min Speaker 2 Presentation</li> <li>· 20-min Open-Forum/Q&amp;A</li> <li>· Closing</li> </ul>	<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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