



INTERNATIONAL
FRANCHISE CONFERENCE
24 APRIL 2025
SMX Convention Center Manila

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 March 24, 2025)

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

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

	<ul style="list-style-type: none"> • Maximizing Brand Growth, Sales, and Awareness Through Multi-Channel Approaches • Actionable Tips for Promoting Your Brand Across Diverse Channels: Dine-In, Delivery, Takeout, Online, and Brick-and-Mortar • Mastering the Art of Winning Across Every Channel You Enter • Ensuring Brand Consistency Across All Touchpoints, Online and Offline 	<p>McKinsey and Company (CONFIRMED)</p> <p>Reactor-Panelists: Mr. Bryan Liu Vice President for Strategy and Operations GOLDEN ABC Inc. (CONFIRMED)</p> <p>Ms. Ada Almendras-Lazaro VP and Chief Marketing Officer McDonald’s (CONFIRMED)</p> <p>Mr. Venon Tian Chief Operating Officer ZUS Coffee (CONFIRMED)</p>
2:00PM-2:30PM	Keynote Address: Philippine Economic Outlook: Prospects and Forecasts	HON. DOMINI SD. VELASQUEZ Undersecretary and Chief Economist Department of Finance (CONFIRMED)
2:30PM-3:30PM (60 mins)	<p>Session 5: Brand Growth Strategies (A Panel of Industry Experts)</p> <ul style="list-style-type: none"> • Exploring Winning Strategies for Driving Brand Growth and Maintaining Relevance in a Rapidly Evolving Market • Targeting the Next Generation: Gen Z and Gen Alpha – Understanding the purpose-driven consumer. • Leveraging the Power of Social Media for Brand and Business Growth. • Crafting an Effective Expansion Strategy: Navigating market entry and operations – Should your brand adopt a standardized or localized approach to succeed in diverse markets? 	<p>Moderator: Ms. Issa Litton President & Head, Trainer of 1Lit Corp.</p> <p>Resource Speaker: Mr. Josiah Go Chairman and Chief Innovation Strategist, Mansmith and Fielders, Inc. (CONFIRMED)</p> <p>Reactor-Panelists: Mr. Paul Andrew Birkett Chief Operating Officer Ayala Malls (CONFIRMED)</p> <p>Ms. Katrina “Kate” Yu Chief Marketing Officer- Phils Jollibee Foods Corporation (CONFIRMED)</p> <p>Mr. RG Gabunada Partner, LOUDERPH An entrepreneur, author, and marketing professional. (CONFIRMED)</p>
3:30PM-3:40PM (10 mins)	PM NETWORKING BREAK INTRODUCTION TO BUSINESS SOLUTION ROUNDTABLES	

3:40PM-5:20PM	PART III: BUSINESS SOLUTION ROUNDTABLES (2 Rounds)	
	Roundtable 1: 3:40PM-4:25PM (45 mins) Break: 4:25PM-4:35PM (10 mins) Roundtable 2: 4:35PM-5:20PM (45 mins)	
5:20PM-5:30PM	CLOSING CEREMONIES END OF THE CONFERENCE	

**Franchise Asia Philippines 2025 International Conference
Business Solution Roundtables**

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

10 Blue	Franchise Relations	Conflict Management: Strategies for Effectively Addressing and Resolving Franchisee Complaints	MS. GENEVIEVE SALOMON, CFE Franchising Manager Goldilocks
11 Green	Franchisee	Engaging Franchisees: Effective Approaches to Invest in Local Store Marketing (LSMs)	MR. GABBY GONZALEZ, CFE Senior Operations Consultant Francorp Phils.
12 Green	Franchisee	Optimizing Cash Flow: Strategic Financial Management for Franchisee Success	MR. ALLAN CAO Executive Director Assurance and Markets Isla Lipana & Co (PWC Phils)
13 Pink	HR	Driving Performance: Effective Strategies for Managing Today's Workforce	MR. NIÑO ALGURA, CFE President Farron Café Ventures, Inc.
14 Pink	HR	Retaining Excellence: Strategies to Maintain and Sustain High-Performing Employees	MR. ELANO MARCELO Partner & Practice Leader, Business Process Solutions P&A Grant Thornton Outsourcing, Inc.
15 Yellow	International	Exploring International Expansion: Identifying Opportunities in Key Markets	MR. ERIEL "JOY" CORTEZ Regional Business Unit 1 and Franchising Head Red Ribbon Bakeshop
16 Green	Leadership	Ensuring Business Continuity: Effective Succession Planning Strategies	PROF. RICARDO DE VERA, MBA, CSP, CMP Strategy Transformation and Innovation Head Baseline Solutions Learning Hub
17 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
18 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
19 Blue	Operations	Thriving in Mall Environment: Strategies for Successfully Operating Your Stores	MS. VIDA JEAN T. CABANLIT, CFE Operations Consultant Francorp Phils.
20 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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