



PHILIPPINE
FRANCHISE
ASSOCIATION®

The 3 PILLARS of PFA

Grow:

Expand brands across the Philippines and abroad



Strengthen:

Help the capabilities of franchisors and franchisees and connect them with business enablers



Advocate:

Work for the continued growth of the sector in order to continue creating thousands of entrepreneurs and millions of jobs.

National and Regional Expos

Growth

Franchise Asia Philippines 2024



SMX Convention Center Manila

Regional Expos



Cebu • Davao • Ilocos

B2Bs

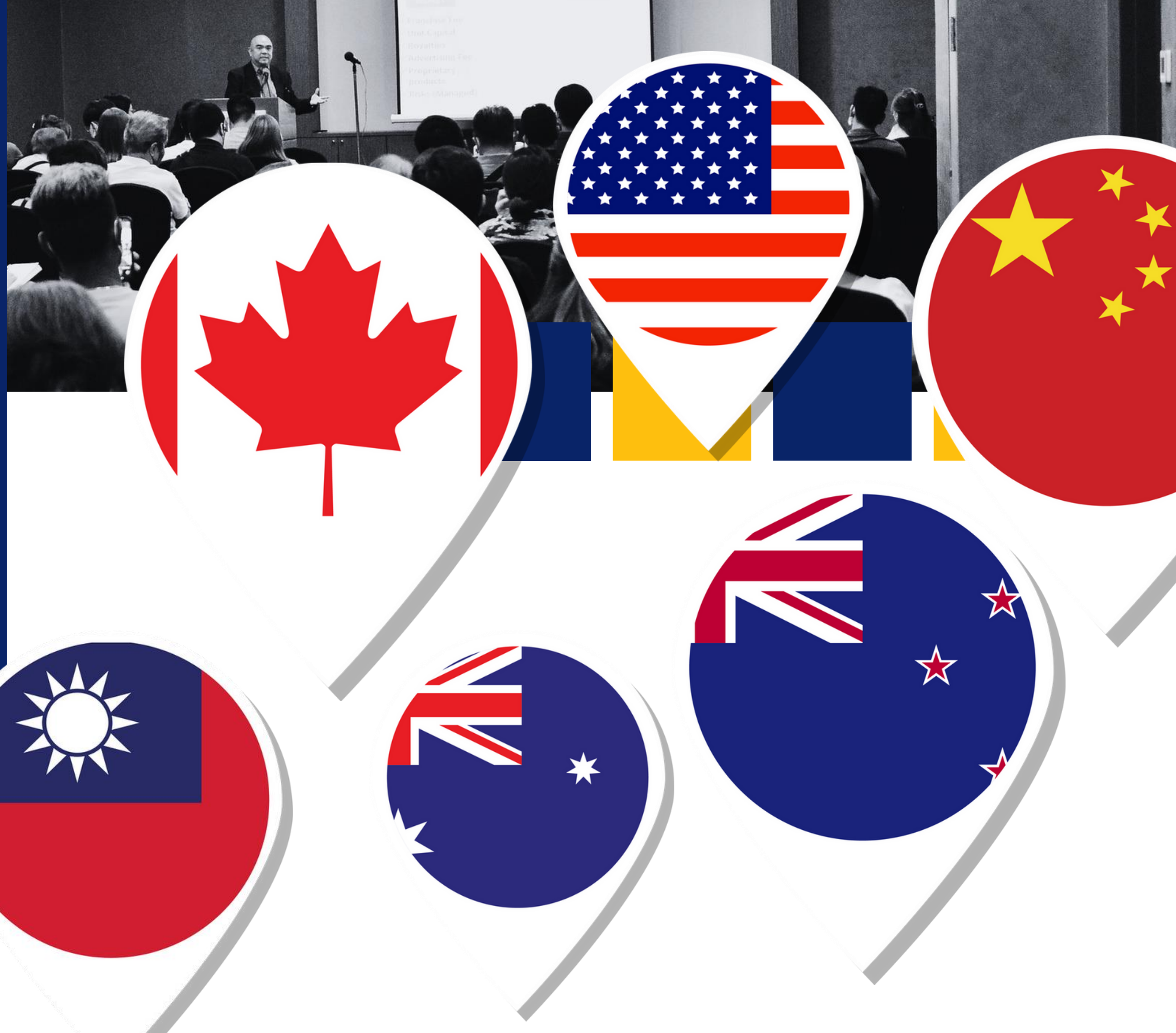


Mindanao (online)
Calabarzon • Region III

How to Invest in the Right Franchise Webinars and Seminars

- Overseas Filipinos
- OFWs
- Uniformed personnel
- Retrenched or retiring employees
- Filipino-Chinese communities
- General public

Growth



Strength

Membership

Growing the PFA Family



Strength

Various Trainings



**Franchise Asia
Philippines
Conferences
(virtual and F2F)**



**Franchisee
Summits**



**Training
Thursdays**



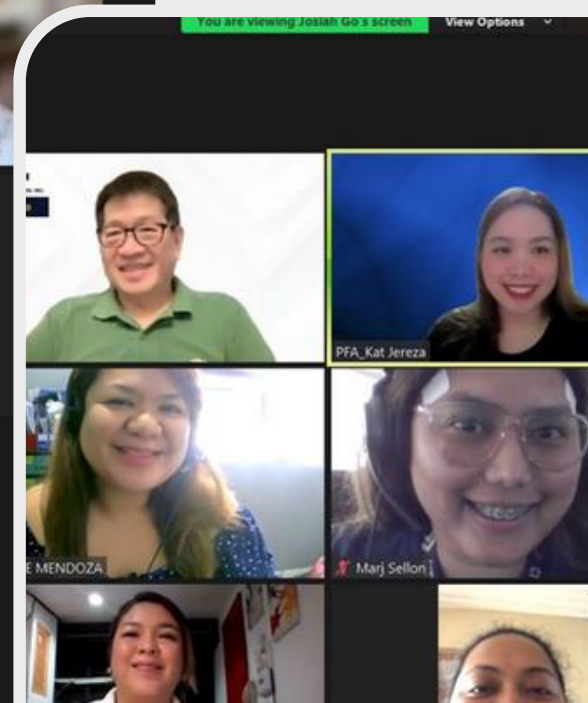
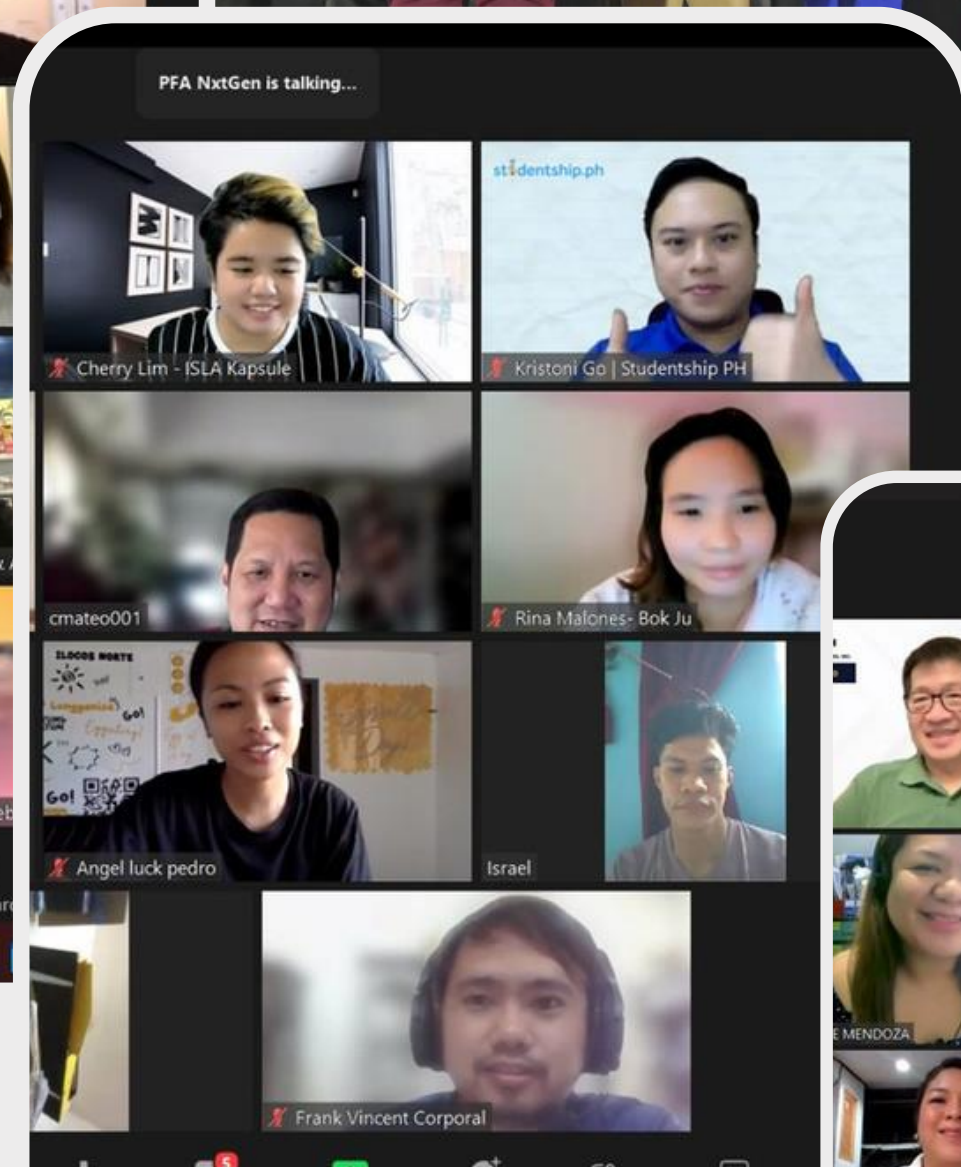
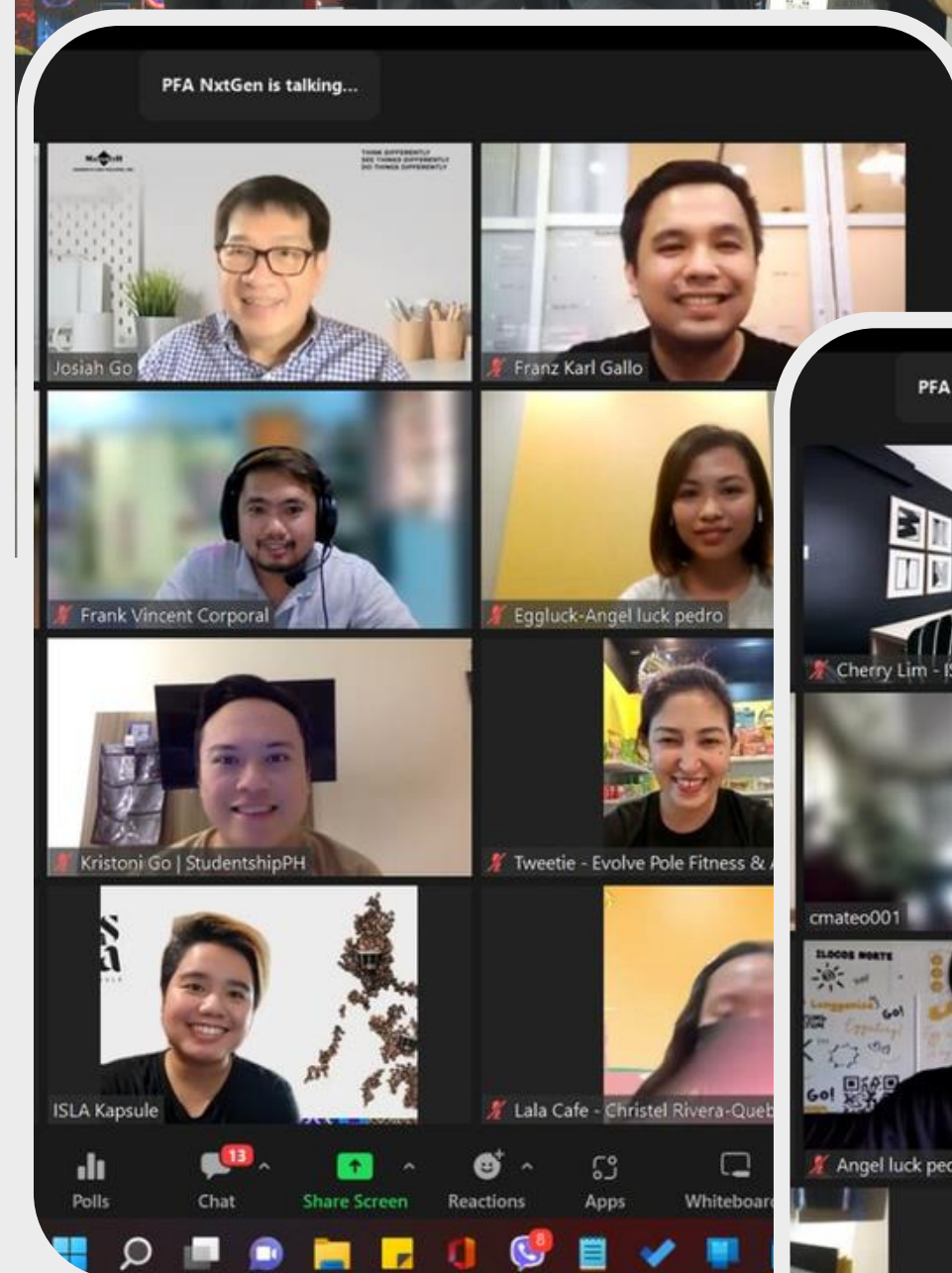
CFEs



**NxtGen in
Franchising**
Philippines

Advocacy

Discovering and mentoring aspiring franchisors



Presenting
collective
aspirations and
positions on issues
affecting the
franchising sector

Advocacy





Member Exclusive Perks

General Membership Meetings



Capability-Building Webinars

TRAINING THURSDAYS

Digital Local Store Marketing

9AM-12NN
9 FEB
VIA ZOOM

Resource Speaker:
Virgilio "Jojo" Ajero
Certified Digital Marketer
Founder / CEO
VH Growth Consulting Inc

PHILIPPINE FRANCHISE ASSOCIATION
CREATING Enterprises. GENERATING Jobs. 1995

TRAINING THURSDAYS

CREATING EFFECTIVE FACEBOOK & TIKTOK CONTENT

18 AUGUST 2022
THURS | 9AM-12NN

PHILIPPINE FRANCHISE ASSOCIATION
CREATING Enterprises. GENERATING Jobs. 1995

TRAINING THURSDAYS

Delighting Customers Through the Right Customer Experience in the Post-Pandemic Landscape

17 NOVEMBER • 9AM TO 12NN
VIA ZOOM

MS. YAYU JAVIER
President and COO
Avanza, Inc.

THE FRANCHISEE SUMMIT 2023

Moderator: Kathryn Manalo

(Moderator) Jeff Chua

Speaker: Michael Godinez, PMAP

Speaker: William Xu, Potato Corner-Myanmar

*PFA Board_Richie Cuna

*PFA Chairman Sherill Quintana

*PFA President Chris Lim

Speaker: Justin Liu, Figaro Group Inc.

*PFA Board - Alan Escalona

Committee_Mitch Hong

*PFA Board - Jose Mari Del Rosario

Pizza Stack-Nectar Scott

CBRC- Deseree Simeon

HRI - Gem Azeneth Na...

K2 DRUG - Claudine C...

Bo's.coffee- Maria Nol...

MINUTE BURGER RUB...

CBRC- April Jane Mole...

HapChan Pampanga-R...

hap chan-Randy Mojica

Hap Chan MANNY CA...

Hap Chan - Michelle R...

Brent Gas - Louie Bonc...

Derek Ian Vicente

HRI - Abegail Mirabue...

Hap Chan - Eloisa Gasc...

THP Operations Admin

Alberto Gapido

HAPCHAN - SHEILA M...

HAPCHAN- JOANA GA...

Hap Chan - April Rosal...

HAIM CHICKEN-KATHE...

Minute Burger Joana B...

Haim Chicken- Jessely...

Haim Chicken - Mary...

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THE FRANCHISEE SUMMIT 2022

Business in the Hybrid World:
Strategies • Sustainability • Stability

08 JUNE 2022 (WED)
9:00AM-12:00NN (MNL Time) • via zoom

Avail of Unlimited Attendees Packages! REGISTER NOW

"Powering Up for the New Age of Possibility"

KEYNOTE SPEAKER
MR. FRANCIS KONG
President, Success Options, Inc.

STRATEGIES: Future-Fit Digital Marketing and Social Media Strategies
MR. FRANCIS ORDOVEZA
Franchisee, McDonald's

SUSTAINABILITY: Financial Management
MS. MARY ANN G. GUALLAR
Franchisee, SEAOIL Phils.

STABILITY: Relationship Building
MR. VIC GREGORIO
President and CEO, Shakey's

MR. BRICE JUSTIN GODFRIED
VP for Operations,
Doktors Generics Pharmacy
Multi-Unit Franchisee,
The Generics Pharmacy

MS. LIN DERES, CFE
Franchise Consultant
Goldilocks

MODERATORS:

PHILIPPINE FRANCHISE ASSOCIATION

THE FRANCHISEE SUMMIT 2023

Building a Profitable Culture for your Franchise Business

April 19, 2023 | Wed | 9AM-12NN
via Zoom

KEYNOTE SPEAKER
JASON GEHRKE, MBA CFE
Director
Franchise Advisory Centre,
Australia's leading franchise
education consultancy

WILLIAM XU
Master Franchisee,
Potato Corner
Myanmar

MICHAEL MARTINEZ GODINEZ, FPM
VP for People
Management Association
of the Philippines (PMAP)

JUSTIN LIU
Executive Director
Figaro Coffee
Group, Inc.

Capability-Building Seminars



The President's Night



Regional Franchise Shows





PHILIPPINE FRANCHISE ASSOCIATION®

presents



FRANCHISE ASIA®
PHILIPPINES 2023

www.franchiseasiaph.com



**International Franchise
CONFERENCE**
2-3 September 2024

**International Franchise
EXPO**
12-14 APRIL 2024

SMX Convention Center, Manila

DON'T MISS THE
BIGGEST
FRANCHISE EVENT THIS 2024!



FRANCHISE ASIA®
PHILIPPINES 2023

Fun.Friendship.Franchising.

INTERNATIONAL

FRANCHISE EXPO

12-14 APR | **SMX**

CONVENTION CENTER
MANILA

franchiseasiaph.com



FranchiseAsiaPH

International Franchise Expo



Certified Franchise Executive



International Franchise Conference





Member Discounted Rates and Priority Slot Reservation for **Franchise Asia Philippines Expo and Conference**



Be part of the **PFA**
FAMILY in our
journey...

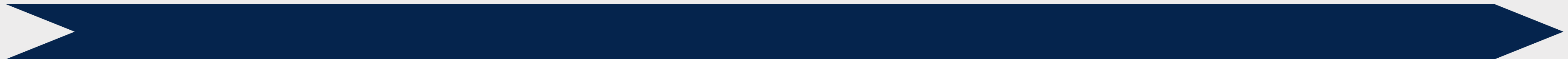
Towards the next
chapter of
Philippine
franchising...



**50 brands and territories in
the next 5 years...**

PFA Membership Requirements

- ✓ Accomplished PFA Membership Application Form
- ✓ Company Profile
- ✓ Organizational Structure
- ✓ List of Key Officers including their respective mailing addresses
- ✓ Describe Franchise Support Program
- ✓ Copy of Franchise Offering/ Franchise Package
- ✓ Copy of Franchise Agreement
- ✓ List of all Franchisees with Addresses & Contact Nos.
- ✓ Photos of your company and franchise stores/outlets
- ✓ Photos of your products and services
- ✓ List of Top 3 Accredited Suppliers with contact info
- ✓ SEC / DTI Registration
- ✓ Articles of Incorporation and By- Laws
- ✓ BIR Registration
- ✓ IPO Registration
- ✓ Latest Audited Financial Statements (2 years)
- ✓ Endorsement from 1 existing PFA Member



PFA Membership Dues Rates

Category	Total Assets*	Annual Membership Rate
A. Homegrown Franchisor		
Micro	P3M below	Php 2,500.00
Small	P3,000,001 – P15M	Php 5,000.00
Medium	P15,000,001 – P100M	Php 7,500.00
Large	P100M above	Php 10,000.00
B. Master Franchise		Php 15,000.00
C. Supplementary Members		Php 2,000.00
D. Administrative Fee for New Members/Applicant		Php 5,500.00

