

# IGNITING GROWTH: VISAYAS AND BEYOND

30 JULY 2026 | THURSDAY | 9AM-4PM  
SUMMIT GALLERIA CEBU



# VISAYAS FRANCHISE CONFERENCE

(DRAFT Programme as of March 30, 2026)

TIME	ACTIVITY	
<b>8:00AM-9:00AM</b>	<b>CONFERENCE REGISTRATION AM NETWORKING</b>	
<b>9:00AM</b>	<b>PART I: FORMAL OPENING CEREMONIES + AM PLENARY SESSIONS</b>	<b>CONFIRMED SPEAKERS</b>
9:00AM- 9:15AM (15mins)	Conference Opening Ceremonies Announcements	Host:
9:15AM- 9:30AM (15mins)	Invocation National Anthem	
9:30AM- 9:45AM (15mins)	<b>PFA President's Message</b>	<b>MR. STEVE BENITEZ</b> President, PFA Chairman & CEO, Bo's Coffee
9:45AM- 10:00AM (15mins)	<b>Conference Chair Message</b>	<b>MR. KENNETH LIM</b> Chair, Visayas Franchise Conference President, Dessert Factory Regional Director for Central Visayas, PFA
10:00AM- 10:30AM (30 mins)	<b>Keynote Address: "Igniting Growth in Franchising"</b>	Keynote Speaker: <b>MR. JOSE VICTOR PATERNO</b> Chairman 7-Eleven
10:30AM- 11:00AM (30 mins)	<b>Plenary 1: Consumer Trends and Forecast in VisMin</b>  <ul style="list-style-type: none"> <li>● Key market trends and forward-looking forecasts</li> <li>● Key drivers shaping purchasing decisions and priorities of Gen Z and emerging consumers</li> <li>● The impact of shifting consumer behavior on the food, retail, and service industries</li> </ul> Modality: Speaker Presentation	Resource Speaker: <b>MS. LAURICE LARA OBANA</b> Consumer & Shopper Insights Director Worldpanel by Numerator

11:00AM-12:00NN (60 mins)	<b>Plenary 2: Franchising the Right Way (A Panel of Experts)</b> <ul style="list-style-type: none"> <li>● Discover best practices for creating and building resilient and sustainable franchises that thrive long-term</li> <li>● Learn practical strategies and real-world lessons from industry experts to build successful franchise businesses.</li> <li>● Discover the Win-Win of Franchising: Proven Systems, Strong Support, Trusted Partnerships.</li> </ul> Modality: Panel Discussion	A Panel of Experts:  <b>MR. CHRIS LIM, CFE</b> CEO Francorp Phils.  <b>MR. TERENCE NEIL S. PADRIQUE</b> CEO/President The Lemon Co.  <b>MR. JOHNNY QUE</b> President Waffle Time
12:00NN-1:00PM (60-min)	LUNCH NETWORKING BREAK	
<b>1:00PM-4:00PM PART II: PM PLENARY SESSIONS</b>		
1:00PM-2:00PM (60 mins)	<b>Plenary 3: Expand Beyond Your Home Region (A Panel of Experts)</b> <ul style="list-style-type: none"> <li>● How to crack new markets beyond your home region - strategies and key considerations</li> <li>● Identifying and assessing high-potential markets</li> <li>● Managing risks and overcoming challenges to scale successfully to other markets.</li> <li>● Understanding the logistics, supply chain resilience, pricing strategy, market demand, competitive landscape to succeed and thrive in other markets.</li> </ul> Modality: Panel Discussion	A Panel of Experts:  <b>MR. ANGELO JOSE GANDIONCO</b> Chief Operating Officer Julie’s Bakeshop  <b>MR. MARCO ANTONIO SOLIMAN</b> CEO/President LT&G Creditline Corp.  <b>MR. MARK FERNAN P. ROQUE</b> Chief Marketing Officer Villatuna Foods Corp.
2:00PM-2:15PM (15 mins)	<b>Plenary 4: Using AI in Your Business Operations</b> <ul style="list-style-type: none"> <li>● Leverage AI to scale operations, to optimize performance and maintain competitive advantage.</li> </ul> Modality: TED-Talk	TED-Talk Speaker:  <b>MR. PAUL SOLIMAN</b> Founder & CEO BYC Ventures
2:15PM-2:30PM (15 mins)	<b>Plenary 5: AI + Human Creativity: The Future of Smart Businesses</b> <ul style="list-style-type: none"> <li>● As AI becomes ubiquitous, creativity becomes the true differentiator—how will your brand stand out by leveraging it to spark originality and meaningful human connection.</li> </ul> Modality: TED-Talk	TED-Talk Speaker:  <b>MS. JANRA AVISSA GIMENEZ</b> Owner/Creative Director Wild Zebra Creative Company

2:30PM-2:45PM (15 mins)	PM Networking Break	
2:45PM-3:45PM (60 mins)	<p><b>Plenary 6: Keeping Your Brand Relevant in a Fast-Changing Market (A Panel of Experts)</b></p> <ul style="list-style-type: none"> <li>● Maintaining relevance and competitive edge</li> <li>● Evolving your brand in a rapidly changing environment</li> <li>● Aligning to the shifting consumer expectations and preferences</li> <li>● Anticipating the future needs and wants of customers</li> </ul> <p>Modality: Panel Discussion</p>	<p>A Panel of Experts:</p> <p><b>MR. JAY ALDEGUER</b> Founder &amp; CEO Islands Souvenirs</p> <p><b>MR. RAMI CHAHWAN</b> Country CEO &amp; President PICKUP COFFEE</p>
3:45PM-4:00PM	<b>CLOSING CEREMONIES NETWORKING</b>	