

Level Up Your Franchising

Elevate your franchise consulting impact with proven financial coaching methodologies. This comprehensive 2-day program covers everything from profit pathway planning to multi-unit expansion strategies, giving you the tools to guide franchisees from survival to significant growth.



ASIAN INSTITUTE OF
CERTIFIED FRANCHISE
EXECUTIVES

CERTIFIED FRANCHISE EXECUTIVE™ (CFE™) PROGAM

MINI MASTERS IN
FRANCHISE MANAGEMENT

21-22 **2026** AIM
APRIL Conference
Center
Makati

OVERVIEW

Certified Franchise Executive (CFE) program is a mini masters in Franchise Management. The gold standard for professional development in franchising. Thousands of franchise professionals at every stage of their careers have reached new levels of professional success after achieving the CFE certification.



Resource Speaker:

ROD BRISTOL, CFE

Director

Profit Soup

ENROLL NOW!



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HOW TO BECOME A CERTIFIED FRANCHISE EXECUTIVE™



Becoming a Certified Franchise Executive™ begins with the strong commitment and desire to develop your expertise and broaden your knowledge base. Once you have made the resolution to acquire this recognized credential, the process is easy.

Continual Learning is a CORE VALUE in Franchising Business

A minimum of 3500 credit points is needed to qualify for the CERTIFIED FRANCHISE EXECUTIVE™ (CFE) designation.

Granting of the CFE Designation to qualified candidates is determined by the ICFE Board of Governors. CFE candidates earn credits that are applied toward certification. These credits are earned in the following areas:

Areas	Minimum credit points required	How to Earn credit points
Education	2500	Education credit points are earned by taking ICFE approved courses or sessions that cover fundamental skills and knowledge considered essential for a franchise executive. The Philippines' CFE program for 2020 entitles participants to 450 credit points.
Participation	500	The annual Franchise Asia Philippines is among the recognized and accredited international events by the IFA and ICFE to earn credit points. Delegates to Franchise Asia Philippines International Conference and visitors to the International Expo will earn 300 credit points.
Experience	500	This area allows credit points for experience gained through work or training in the field of franchising. CFE enrollees will earn 100 credit points for each year of work and will earn a maximum of 500 credit points either as a franchisor, franchisee, supplier or any other field related to franchising.
Total	3500	

2026 CFE PROGRAM

PFA Members' Rate

(Including APFC/WFC MEMBERS)

USD 600 New & Old Enrollees

(Early Bird rate until February 17, 2026)

USD 800 Regular New Enrollee

USD 700 Old Enrollee

Non-PFA Members

USD 1,100 New Enrollee

USD 1,000 Old Enrollee

USD 150 Participation in Franchise Asia Philippines International Conference & Expo (300 credit points)

Payment can be made through
Bank / Wire Transfer (Net of Bank Charges)
Bank of the Philippine Islands (BPI) Emerald
Branch, Ortigas Center, Pasig City, Philippines

Account Name:
Philippine Franchise Association, Inc.
Savings Account No: 9824-0021-31
Swiftcode BOPIPHMM

For registration and for
more information,
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