

ALBERT KONG, CFE, CMC, Senior PMC



International Franchising Expert | Global Speaker | Franchise Consultant | Industry Thought Leader

37 Years of Franchise Expertise. 47 Countries. 1,500 Companies. One Global Perspective on Franchising.

With 37 years of experience in the franchise industry, **Albert Kong** is one of Asia's distinguished and internationally recognized franchising experts. He has made significant contributions to the development and expansion of franchising across Asia and global markets, having helped approximately **1,500 companies** develop, evaluate, strengthen, and market their franchise systems, while providing strategic advisory services and sourcing franchisees for numerous franchisors.

A sought-after international speaker, Albert has shared his expertise in **47 countries**, addressing business leaders, government agencies, franchise associations, and industry



organizations worldwide. His speaking engagements include the Singapore Business Federation, Hong Kong Productivity Council, Dubai Entrepreneurship Academy, Brunei's DARe, Korea Argo-Fisheries Food & Trade Corporation, and leading franchise associations across Asia and other regions.

He has also established an extensive international network of more than **60 strategic partners across over 50 countries** and pioneered more than **30 international franchise study missions**, connecting businesses with global opportunities, market insights, and potential franchise partners.

LEADERSHIP AND CONTRIBUTIONS TO THE FRANCHISING INDUSTRY

Albert's distinguished career spans franchise consulting, international business **development, industry leadership, and knowledge sharing.**

From 1994 to March 2026, he served as Chairman and CEO of Asiawide Franchise Consultants, leading franchise development and international expansion initiatives. He retired from his CEO position on March 31, 2026, and continues to serve as an advisor to the company.



Among his notable industry contributions are:

- **Franchise Development and Advisory:** Assisted approximately 1,500 Asian companies in developing, auditing, strengthening, and marketing their franchise systems.
- **International Network Building:** Established a network of more than 60 strategic partners across over 50 countries.
- **International Franchise Missions:** Pioneered more than 30 franchise study missions to various countries, promoting international learning, business connections, and expansion opportunities.
- **Publishing and Knowledge Sharing:** Launched and served as Editor-in-Chief of *Asia Franchise & Business Opportunities* from 1994 to 2026, the world's only bilingual English-Chinese magazine dedicated to franchising and business opportunities.
- **Industry Leadership:** Served as an Executive Council Member of Singapore's Franchising & Licensing Association (FLA) for 24 years and held various leadership and committee positions in the international franchising community.
- **Institutional Contribution:** Served on the Board of the Asia Pacific Center for Franchising Excellence at Griffith University, Australia, from 2011 to 2017.

CURRENT INDUSTRY ENGAGEMENTS

Following his retirement as CEO of Asiawide Franchise Consultants, Albert continues to contribute his expertise to the franchising and business communities through the following engagements:

- Advisor, Asiawide Franchise Consultants



- Advisor – International Relations, Franchising & Licensing Association (Singapore)
- Business Partner, Influential Brands
- Executive Council Member, Brands for Good
- Chair, Entrepreneurship Committee, Yellow Ribbon Cares

INTERNATIONAL RECOGNITION AND AWARDS

In recognition of his outstanding contributions to franchising, Albert has received numerous prestigious international awards and distinctions, including:

- **Lifetime Achievement Award (2024)** – Dubai
- **Franchising Expert of the Year in ASEAN (2019)** – ASEAN Retail & Franchise Federation (ARFF)
- **WALI-KADIN Franchise Appreciation Award (2018)** – Indonesia
- **Who's Who Legal: Franchising (2018)** – International recognition
- **Egyptian Franchise Development Association Appreciation Award (2018)**
- **20 Faces in Franchising (2017)** – UK's *Global Franchise*
- **Outstanding Contribution to Franchising (2015)** – China Chain-Store & Franchise Association (CCFA)
- **Significant Contribution to Franchising in ASEAN (2015)** – ASEAN Retail & Franchise Federation (ARFF)
- **Significant Contribution Awards (2011 and 2013)** – Association of Chain and Franchise Promotion, Taiwan (ACFPT)



- **10-Year Contribution Award (2008)** – China Chain-Store & Franchise Association (CCFA)

He was also named a Shape the World Fellow and served as a panel judge for FranchisingWA in Australia for 2025–2026.

PUBLICATIONS AND PROFESSIONAL CREDENTIALS

Albert is the co-author of two books on franchise development and management:

1. *Developing & Managing a Franchise*
2. *Building the Next Multi-Million Franchise Empire*

His professional credentials include:

- Certified Franchise Executive (CFE)
- Certified Management Consultant (CMC)
- Senior PMC
- RMC

A GLOBAL VOICE IN FRANCHISING

With nearly four decades of practical experience, an extensive international network, and a distinguished record of industry leadership, Albert Kong brings invaluable global perspectives and practical insights to the franchising community.

His expertise covers franchise development, franchise system evaluation, international market entry, business expansion, strategic partnerships, and sustainable franchise growth.



As an international speaker and industry thought leader, he continues to inspire and equip entrepreneurs, business leaders, franchisors, and franchise professionals with the knowledge and strategies to build stronger, more scalable, and globally competitive franchise businesses.

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