



On behalf of the PFA Board of Trustees and Officers, we would like to greet everyone a vibrant and prosperous 2024!

After our triumphant hosting of the World Franchise Council (WFC) and Asia Pacific Franchise Confederation (APFC) meetings and the record-breaking success of Franchise Asia Philippines 2023, we are confident that the New Year will bring us new opportunities and avenues for growth. While there will always be difficulties, let us embrace these challenges as opportunities for growth.

Keep in mind that PFA remains steadfast in its commitment to grow, strengthen and advocate for the Philippine franchise sector.

As we start the year with renewed confidence, we are pleased to share with you our priorities for the next 2 years. These are:

- M**embership recruitment and engagement
- O**verseas expansion
- R**egional expansion
- E**nvironmental sustainability

We want to help you do MORE with PFA.

As long as we continue to work together, we can navigate the evolving landscape with resilience and innovation. Here's to a year of collaborative triumphs, sustained growth, and prosperous partnerships. Wishing everyone a successful and fulfilling New Year!



  
MR. CHRIS LIM, CFE  
PFA Chairman

  
MR. JOSEPH TANBUNTIONG  
PFA President

