

FRANCHISE ASIA PHILIPPINES 2020
5-DAY VIRTUAL CONFERENCE PROGRAM
September 21-25, 2020 (MONDAY-FRIDAY) via ZOOM
Theme: “Pivoting Towards the Golden Age of Franchising”

PROGRAMME (AS OF AUGUST 31, 2020)

SEPTEMBER 21:		
DAY 1 (MON): AM SESSION (9:30AM-11:30AM)		
OPENING CEREMONIES AND PLENARY SESSION 1		
TIME	PLENARY SESSION	SPEAKERS INVITED
09:30AM-09:40AM (10 mins)	OPENING CEREMONIES INVOCATION NATIONAL ANTHEM	
09:40AM-09:45AM (5 mins)	THE PFA CHAIRMAN’S MESSAGE	MR. RICHARD V SANZ, CFE Chairman, Philippine Franchise Association President and CEO, Phil FoodAsia Corp. (CONFIRMED)
09:45AM-09:50AM (5 mins)	THE PFA PRESIDENT’S MESSAGE	MS. SHERILL R. QUINTANA, CFE President, Philippine Franchise Association President/CEO, Oryspa (CONFIRMED)
	FAPHL 2020 THEMESETTER	
09:50AM – 10:00AM (10 mins)	INSPIRATIONAL MESSAGE “Pivoting Towards the Golden Age of Franchising”	MR. SAMIE LIM, CFE Chairman Emeritus, Philippine Franchise Association Chairman, Blims Lifestyle Group, Inc. (CONFIRMED)
10:00AM – 10:10AM (10 mins)	OPENING KEYNOTE MESSAGE	Keynote Speaker: HON. RAMON M. LOPEZ Secretary DEPARTMENT OF TRADE AND INDUSTRY (CONFIRMED)
10:10AM – 10:25AM (15 mins)	PLENARY SESSION 1: Franchising Resiliency in the Post- Pandemic World (Pre-Recorded)	MS. CATHERINE MONSON, CFE Chairman, International Franchise Association (IFA), USA CEO & President, FASTSIGNS International, Inc., USA (CONFIRMED)
10:25AM – 11:20AM (55 mins)	PLENARY SESSION 2: The Great Debate Forum:	(A Panel of Experts)

	<p>To Mall or Not to Mall: Which is Better For My Business (A Panel of Experts)</p> <ol style="list-style-type: none"> 1. Poll Voting by the audience before the start of the debate 2. Each resource panelist will be requested to give his/her 5-MIN OPENING STATEMENT, rationale and arguments about his assigned position. You may use a 1-2 slides to present your arguments. 3. After each panelists' opening statements, there will be a 15-min panel discussion to be facilitated by a moderator. The panel discussion aims to persuasively convince the audience that you have a solid evidence to justify your arguments. 4. Then 5-min Q &A portion/open forum with the audience. 5. For closing, each panelist is requested to give a 1-min closing statement. 6. After the debate, Poll Voting again by the audience 7. Announcement of the results 	<p>To Mall Position: MR. JOHNLU KOA Founder and President, THE FRENCH BAKER Master Franchisee, CHATIME (CONFIRMED)</p> <p>MR. ERIC ROBERTO M. LUCHANGCO SVP and Head of Business Banking BANK OF THE PHILIPPINE ISLANDS (BPI) (CONFIRMED)</p> <p>Not To Mall Position: MR. JOEY GARCIA, CFE President and CEO EIGHT-8-ATE FOOD GROUP (Conti's Restaurant and Bakeshop and Wendy's Philippines) (CONFIRMED)</p> <p>MR. DAVID LEECHIU President and CEO LEECHIU PROPERTY CONSULTANTS, INC (CONFIRMED)</p>
11:20AM – 11:30AM	Closing of Day 1 Plenary Session	

CONFERENCE TRACK SESSIONS

SEPTEMBER 21: DAY 1 (MON) TRACK SESSION 1		
1:00PM-2:30PM	<p>TRACK SESSION 1: Shaping The Next Normal: Trends and Outlook (A Panel of Experts)</p> <p>Modality: PANEL DISCUSSION</p> <ul style="list-style-type: none"> • 15-min PPT by Usec. Edillon • 10-min PPT by the speaker • Q and A by the moderator 	<p>MODERATOR:</p> <p>A PANEL OF EXPERTS: HON. ROSEMARIE G. EDILLON Undersecretary NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY (NEDA) (CONFIRMED)</p> <p>PROF. ERIC SORIANO ASEAN Business Turnaround Advisor World Bank / IFC Governance Consultant Executive Director, WONG + BERNSTEIN ADVISORY GROUP (CONFIRMED)</p> <p>“The Filipino Consumer in the Time of COVID-19” MR. GARY DE OCAMPO Chief Executive Officer, Insights Division President KANTAR PHILIPPINES, INC. (CONFIRMED)</p>
SEPTEMBER 22: DAY 2 (TUES): TRACK SESSION 2		
1:00PM-2:30PM	<p>TRACK SESSION 2: Pivoting Towards Resiliency and Sustainability (A Panel of Experts)</p> <p>Modality:</p> <ul style="list-style-type: none"> • A Mini-Lecture by Resource Speaker Mr. Josiah Go (15-min presentation) • To be followed by an Interactive Panel Session with two panelists <ul style="list-style-type: none"> ○ 10-min sharing of insights and experience per panelist. Supported by visuals of 1 or 2 slides ○ Panel discussion and ○ Q&A portion • Then a Closing Message by the Resource Speaker Mr. Josiah Go 	<p>MODERATOR:</p> <p>RESOURCE SPEAKER: MR. JOSIAH L. GO Chairman and Chief Innovation Strategist MANSMITH AND FIELDERS INC. (CONFIRMED)</p> <p>A PANEL OF EXPERTS: DR. VICKI BELO CEO and Medical Director BELO MEDICAL GROUP (CONFIRMED)</p> <p>MR. JOSE MAGSAYSAY, JR, CFE Chairman Emeritus POTATO CORNER (FOOD) (CONFIRMED)</p>

**SEPTEMBER 22:
DAY 2 (TUES): TRACK SESSION 3**

<p>3:00PM-4:30PM</p>	<p>TRACK SESSION 3: Leading Organizations Amidst Disruption (A Panel of Experts)</p> <p>Modality:</p> <ul style="list-style-type: none"> • WORLD CAFÉ with reflective engagement of audience using prepared questions. • 5-min opening statement of the speakers (Can show visual support with 1 or 2 slides during the discussion) • Interactive free-flowing session with all panelists interacting. • Closing reflection by participants guided by questions. 	<p>MODERATOR: MS. NINA AGUAS Executive Chairman INSULAR HEALTH CARE INC. (CONFIRMED)</p> <p>A PANEL OF EXPERTS: MR. HANS “Chico” SY, JR President SM Engineering Design and Development Corp. (SMEDD) (CONFIRMED)</p> <p>MR. ROBERT F. TROTA, CFE President and CEO MAX’S GROUP, INC (CONFIRMED)</p> <p>MR. KENNETH YANG President and CEO MCDONALD’S PHILS. (CONFIRMED)</p>
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**SEPTEMBER 23:
DAY 3 (WED): TRACK SESSION 4**

<p>1:00PM-2:30PM</p>	<p>TRACK SESSION 4: Maximizing Store Performance and Profitability (A Panel of Experts)</p> <p>Modality:</p> <ul style="list-style-type: none"> • A SYMPOSIUM-TYPE presentation of the panelists. • Each panelist will give a 10-min powerpoint presentation to share valuable information and experience about the topic. • After the presentations, audience may ask questions during the Q&A portion. 	<p>MODERATOR:</p> <p>A PANEL OF EXPERTS: MS. ALICE LIU EVP, Retail Brands Golden ABC, Inc./ Penshoppe (CONFIRMED)</p> <p>MR. JOSE VICTOR PATERNO President and CEO 7-ELEVEN (CONFIRMED)</p> <p>MR. CHAYAPATRA THONGCHAROEN CEO, Rocks Foods Co., Ltd. Potato Corner Master Franchisee, Thailand (CONFIRMED)</p>
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**SEPTEMBER 23:
DAY 3 (WED): TRACK SESSION 5**

<p>3:00PM-4:30PM</p>	<p>TRACK SESSION 5: Re-imagining The Customer Experience(A Panel of Experts)</p> <p>Modality:</p> <ul style="list-style-type: none"> • A TOWN HALL MEETING FORMAT - presentation of the panelists. • 10-min powerpoint presentation by each panelist to share insights and experience. • Audience’s ideas are also generated to enrich the discussion. • At the end of the session, solutions are defined after the discussions which are agreed upon by the panelists and the audience. 	<p>MODERATOR:</p> <p>A PANEL OF EXPERTS:</p> <p>MR. JOS ORTEGA Chairman and CEO Havas Media Ortega (Marketing and Innovation) (CONFIRMED)</p> <p>MS. ALEXANDRA BUSTALINO GOLDILOCKS (CONFIRMED)</p> <p>MR. KENNETH DELA CERNA Senior Channels Manager SAP Philippines (CONFIRMED)</p>
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**SEPTEMBER 24:
DAY 4 (THURS): TRACK SESSION 6**

<p>1:00PM-2:30PM</p>	<p>TRACK SESSION 6: Embracing Digitalization in a Disruptive World(A Panel of Experts)</p> <p>Modality:</p> <p>PANEL DISCUSSION</p> <ul style="list-style-type: none"> • 10-min powerpoint presentation by each speaker to share valuable information, insights and experience. • Panel Discussion • To be followed by a Q & A. 	<p>MODERATOR:</p> <p>A PANEL OF EXPERTS:</p> <p>MS. NOEMI G. AZURA President and CEO INSULAR HEALTH CARE INC (CONFIRMED)</p> <p>MR. PAVAN CHALLA Head of Shopee Mall Sr Manager, Regional Brand Partnerships (Shopee HQ) SHOPEE PHILS (CONFIRMED)</p> <p>MR. JOHN R. GONZALES VP & Head for Enterprise Digital Solutions PLDT ENTERPRISE (CONFIRMED)</p> <p>MR. SAMUEL JEANBLANC Regional Partner Manager GOOGLE North Asia –JP, CN, TW, HK, KR (CONFIRMED)</p>
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SEPTEMBER 24: DAY 4 (THURS): TRACK SESSION 7		
3:00PM-4:30PM	TRACK SESSION 7: Redesigning The Logistics and Supply Chain (A Panel of Experts) Modality: PANEL DISCUSSION <ul style="list-style-type: none"> • 10-min powerpoint presentation by each speaker to share valuable information, insights and experience. • Panel Discussion • To be followed by a Q & A 	MODERATOR: A PANEL OF EXPERTS: HON WILLIAM DOLLENTE DAR, PH.D Secretary DEPARTMENT OF AGRICULTURE (CONFIRMED) MR. JOSE LUIS DE LEON Brand Partnerships & Enterprise Solutions Manager MyKuya (CONFIRMED) “Digitalizing Logistics” MS. DANNAH MAJAROCON Managing Director LALAMOVE PHILS. (CONFIRMED) MR. DAVID SHEEKEY Director, Solution Principal APTOS RETAILS, UK (CONFIRMED)
SEPTEMBER 25: DAY 5 (FRIDAY): AM SESSION (9:30AM-11:30AM) PLENARY SESSION 2 AND CLOSING CEREMONIES		
SCHEDULE	PLENARY SESSION	SPEAKERS INVITED
09:30AM-09:50AM	OPENING CEREMONIES SESSION OVERVIEW OPENING MESSAGE HIGHLIGHTS OF FAPHL 2020 VIRTUAL CONFERENCE	
09:50AM – 10:05AM (15 mins)	KEYNOTE MESSAGE (Pre-Recorded)	Keynote Speaker HON. BERNADETTE ROMULO-PUYAT Secretary, DEPARTMENT OF TOURISM (CONFIRMED)
10:05AM – 10:40M (35 mins)	PLENARY SESSION: The Future of the Franchise Relationship	MR. GREG NATHAN, CFE Founder FRANCHISE RELATIONSHIPS INSTITUTE, AUSTRALIA (CONFIRMED)

<p>10:40AM – 11:20AM (40 mins)</p>	<p>A SPECIAL SESSION: The Next Gen in Franchising</p>	<p>OVERVIEW OF THE NEXT GEN IN FRANCHISING</p> <p>MR. CHRIS LIM PFA Director for ASEAN and Special Projects (CONFIRMED)</p> <p>The NEXTGEN Final Pitch FINALISTS: MS. MARYDAE RAMOS Owner Chizzmoza Food Corner/Chizzmoza (CONFIRMED)</p> <p>MS. JENNIFER MAGBOO CEO CPJD Food Hub/ Chicken Pile (CONFIRMED)</p> <p>MS. HARUKA URABE GAN CFO Azure AMDG Ventures Inc/ Manila Empanada (Invited) The NEXTGEN Judging and Awarding Ceremonies FACILITATOR: (TBA)</p>
<p>11:20AM – 11:30AM (10 mins)</p>	<p>CLOSING REMARKS</p>	<p>DR. CARL BALITA, CFE President and CEO, Dr. Carl Balita Review Center FAPHL 2020 Virtual Conference Chair</p>
<p>END OF FAPHL 2020 VIRTUAL CONFERENCE</p>		