LA PCG Participates in the Franchising Retail Trade Conference

15 February 2019, Cerritos - The Philippine Consulate General, headed by Consul General Adelio Angelito Cruz, participated in the Franchising and Retail Trade Conference (FRTC) held on Friday, 15 February 2019 at the Sheraton Cerritos Hotel, 12725 Center Drive S, Cerritos, California.

The Conference was arranged by the Coalition of Filipino American Chambers of Commerce (COFACC) with the goal to capacitate Filipino Americans and overseas Filipinos who are interested in franchising both in the Philippines and the United States. The discussants were business entrepreneurs both from the Philippines and the United States who generously shared their technical know-how and experiences in a series of workshops on start-ups, fund acquisition and management, supplier diversity and franchise brand management.

The Philippine delegation included Mr. Lorenzo Formoso, Ambassador for Asia Pacific of the World Retail Congress, Vice Chairman of the Federation of Asia Pacific Retailers Association and Vice Chairman of Philippine Retailers Association, Mr. Roberto Claudio, Chairman for Retail Operations of the Philippine Chamber of Commerce and Industry, Vice Chairman for International Affairs of the Philippine Retailers Association and Chairman of Toby Sports and Mr. Christopher Lim, Chairman for ASEAN of the Philippine Franchise Association and Chief Operating Officer of Francorp Philippines.

Consul General Cruz, in his welcome remarks, highlighted the timeliness of the seminar and of investing in the Philippines noting the remarkable economic growth of the country and its bright forecast. Consul General Cruz expressed his full support in the Coalition’s program to spur the economic traffic between the Philippines and Southern California, and strongly urged COFACC to expand the seminar into a three-day Conference in the future.

A franchise exhibition was held side by side with the Conference, which gave opportunity for the participants to interact with their potential franchisors ranging from micro to large, both from the Philippines and Southern California.

The Philippine Consulate General likewise participated in the exhibition to promote the Very Important Pinoy (VIP) Tour, formerly known as Ambassadors’ Tour, a joint project of the Department of Foreign Affairs and Department of Tourism to promote Philippine tourism and culture.
Consul General Cruz was accompanied by Consul Rea G. Oreta, Vice Consul Dyan Kristine Miranda-Pastrana and Information Officer Mary Grace Leaño.

Consul General Adelio Angelito Cruz encourages the participants to put up their own businesses.

2019 FRTC Speakers
Consul General Adelio Cruz (second from the left) with the COFACC Chair for International Trade Ellen Samson (center), Consul Rea Oreta (second from the right) Vice Consul Dyan Kristine Pastrana (rightmost) and Information Officer Mary Grace Leaño (leftmost)

COFACC President Gerry Palon (1st row, 2nd person from the left), together with the Chairs of various Chambers of Commerce in Southern California, and the FRTC speakers with their Certificates of Appreciation at the conclusion of the whole day Conference. (above photo)
Consul General Adelio Angelito Cruz (left), together with the franchisors, checks out Merci Buco, a juice product of NutriAsia. (left photo)

Cultural Officer Dolor Sales briefly describes the VIP Tour to a FRTC participant.