



CONSULATE GENERAL, PTIC HOSTS FRANCHISE INVESTMENT OPPORTUNITY SEMINAR IN LOS ANGELES



Consul General Adelio Angelito S. Cruz addressing the audience.

Los Angeles, 27 November 2017 – As part of its economic diplomacy efforts, the Philippine Consulate General and the Philippine Trade and Investment Center (PTIC) in Los Angeles hosted a Franchise Investment Opportunity Seminar on 16 November 2017 at the Philippine Consulate General in Los Angeles.

The event was organized in cooperation with the PTIC and the Philippine Franchise Association (PFA) and attended by 40 Filipino-Americans based in and around Los Angeles.

PFA Vice-Chairman Ma. Alegria Sibal-Limjoco provided the participants helpful tips and insights on how to properly invest in various franchises, she also gave advice on how to take advantage of the latest franchise investment opportunities and to acquire a franchise in the Philippines, including exporting a Philippine franchise to the United States.

PTIC Trade Representative May Nina Celyne P. Layug also informed the gathering about programs of the Department of Trade and Industry, as well as on the positive economic outlook of the Philippines that will benefit those who will go into franchising in our country.

The Philippines is emerging as one of the best destinations for overseas expansion for franchising firms, which is the 10th fastest growing economy in the world for 2017 and experiencing a current growth rate of 6.9%. END.



PTIC Trade Representative May Nina Celynne P. Layug.



Ms. Ma. Alegria Sibal-Limjoco



Consul General Cruz with some of the participants who attended the Franchising Seminar.