



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL
LOS ANGELES, CALIFORNIA



Press Release
AASC-033-2020

Fil-Ams Urged to Explore Franchise Investment Opportunities

dti **PHILIPPINE FRANCHISE ASSOCIATION**

TRABAHO, NEGOSYO, KABUHAYAN:
Franchise Investment Opportunities in the Philippines

PACIFIC STANDARD TIME 3:00PM (JUNE 4, 2020) | EASTERN DAYLIGHT TIME 6:00PM (JUNE 4, 2020) | PHILIPPINE STANDARD TIME 6:00AM (JUNE 5, 2020)

Participating Brands:

- Chatime
- Crystal Clear
- Mister Donut
- Dobato Corner
- quickclean
- THE SPINZILLA SNACK
- TGP

Speakers:
MR. CHRIS LIM, CFE
Director for ASEAN and Special Projects
Philippine Franchising Association

Topics:

- Overview of the Philippine Franchising Sector
 - What is franchising?
 - Advantages and challenges of franchising
- Investing in the Right Franchise
 - Determine the right franchise for you
 - Tips for Overseas Filippines
 - How to acquire a franchise in the Philippines

Moderators:
MS. MAY NIÑA CELYNNE P. LAYUG
Trade Commissioner
PTIC Silicon Valley
MR. ERIC C. ELNAR
Trade Commissioner
PTIC Los Angeles

Join via **zoom** REGISTER NOW!
https://us02web.zoom.us/join/register/WN-skWma_zXQ9mafj7P-lKtiw



(Photo credit: Photo taken during the webinar and the poster was shared by PTIC)

05 June 2020, Los Angeles – Strengthening the Filipino-American community’s entrepreneurial spirit has never been more crucial than today as the world grapples with the economic impacts of the CoVid-19 pandemic. This is the spirit behind the *Trabaho, Negosyo, Kabuhayan* (TNK) webinar series jointly organized by the Philippine Trade Investment Centers (PTIC) in the United States with the Philippine Consulate General in Los Angeles as one of the supporting agencies.

The third part of the series held on 04 June 2020 and entitled “*Franchise Investment Opportunities in the Philippines*” was made possible through the collaboration between PTICs in the U.S. and the Philippine Franchising Association (PFA), as well as U-Franchise, both joining the webinar all the way from the Philippines.

PFA Vice Chairman, Ms. Bing Sibal-Limjoco gave the opening remarks and encouraged the audience to put their hard-earned money in franchise investments in the Philippines.

Mr. Chris Lim, PFA Director for ASEAN and Special Projects discussed franchising fundamentals. He highlighted a study that found a 90% success rate in franchising compared to the paltry 25% success rate of independent entrepreneurship. Franchising, according to Mr. Lim, means building your own dream, “*If you don’t build your dream, someone will hire you to build theirs,*” he said.

Completing the webinar were presentations on franchising option packages by Ms. Velle Cacha, Marketing Manager of U-Franchise; Ms. Kathryn G Manalo, General Manager

for the International Markets Group of Potato Corner; Ms. Cherryl Cariño, Franchise Manager of Mister Donut; and Ms. Jen Sagadraca, Franchise Sales Manager of Quicklean.

Consul General Adelio Angelito S. Cruz congratulated the PTICs in the United States for the event's success and conveyed his appreciation for the resource speakers' participation in the series.

Joining the Consul General in the webinar were Deputy Consul General Ambrosio Brian F. Enciso III, Economic Officer Consul Rea G. Oreta, Information Officer Mary Grace "Joss" Leaño and PTIC-L.A. Trade Commissioner Eric Elnar, who also moderated the session.

The Philippine Consulate General (PCG) regularly hosts franchising investment seminars, peaking at about three seminars a year pre-CoVid-19. With the pandemic's onset, however, PCG shifted its economic diplomacy campaign to an online platform. This webinar is the first franchising investment seminar arranged under Post's auspices for 2020.

TNK, which translates to "Employment, Entrepreneurship and Livelihood," is a flagship program of the Philippine Department of Trade and Industry's (DTI) instituted for the realization of *Ambisyon Natin 2040* and the Philippines' 2030 Agenda for Sustainable Development. END.