



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



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PHILCONGEN LA HOLDS SEMINAR ON FRANCHISING



07 March 2023, Los Angeles – The Philippine Consulate General in Los Angeles and the Philippine Trade and Investments Center (PTIC), in collaboration with the Coalition of Filipino American Chambers of Commerce (COFACC), successfully conducted a franchising seminar entitled, “A Look Into the Thriving Philippine Franchise Industry” in the early evening of 03 March 2023. It was a well-attended event that was also livestreamed via the Consulate General’s official Facebook page.

Guest resource speakers included Ms. Sherill Quintana and Dr. Bing Sibal-Limjoco, Chair and Vice Chair, respectively, of the Philippine Franchise Association (PFA), who shared their wealth of expertise and experience in the franchising business.

In his opening remarks, Consul General Edgar B. Badajos noted that while there are already well-established Philippine brands open for franchising, there are also smaller but thriving Filipino companies that have opened themselves up to franchising and should definitely be considered.





Attendees came from as far away as blizzard-hit San Bernardino and even Palm Springs to learn from the guest resource speakers.

The franchising seminar is still in line with the Consulate's program to help enrich the financial literacy and business acumen of overseas Filipinos in preparation for their reintegration into the Philippine economy at some point in the future.

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