

INTERNATIONAL CONFERENCE

FRANCHISING & LICENSING ASIA 2008

FLAasia

17 – 18 October 2008
Suntec Singapore

www.FranchiseLicenseAsia.com

Achieve
all-round theory
and practical
experience!

SIGN UP

before 30 September 2008
to enjoy Early Bird Rates and
NEW! FREE Site Visits to
successful franchising grounds!

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Join the Industry Experts and Discover Your Competitive Advantage

Are you looking to start up your own business or exploring new business opportunities? Want to learn more about the art of Franchising or Licensing? Thinking how you can maximise the figures? Are you planning to license your brand but not sure whether the time is right? Do you have any burning questions about Franchising or Licensing that you want answered?

If your answer is “yes” to any of the above, register NOW for the International Conference held alongside Franchising & Licensing Asia (FLAsia) 2008 Exhibition!

This one day power-packed conference brings together a seasoned team of experts to empower you with essentials you need! Acquire the right skills to generate results for your money. With insightful successful case study, informative topics as well as panel discussions, you will be able to harness the full potential of your business.

Incredibly unparalleled, join us for a highly engaging and interactive half day site visit[^] to three outlets where you can experience the practicality of running a franchise business. Ask questions while you explore new horizons. This is the golden opportunity not to be missed – get up close and personal as you experience on-site learning! The best thing of it all is: there’s NO extra cost!

Benefits -at-a-glance

For only S\$400, you’ll get a wealth of knowledge that is yours to keep plus many more privileges!

Gain valuable insights from the full-day Conference by world renowned speakers and industry experts both locally and overseas as well as an exclusive half-day site visit[^] to 3 successful franchising grounds: Carl’s Jr, Pet Lovers Centre and Subway. Achieve all-round theory and practical experience!

[^] ONLY for delegates who sign up on or before 30 September 2008.

To top it off, you’ll also receive the BONUS pack!

- ▶ Singapore Franchise Industry Survey 2007 worth S\$20. A comprehensive survey report on how franchisors and franchisees have benefited from the process of franchising.
- ▶ FLAsia 2008 Show Directory worth S\$15. An essential visitors’ guide that lists the profiles and contact details of all participating franchises, licenses and companies at FLAsia 2008. It’s your all-year contact guidebook!
- ▶ FLAsia 2008 International Conference Kit with complete presentation materials by our speakers and experts.
- ▶ Automatically qualify for a chance to WIN attractive prizes at our Lucky Draw.
- ▶ Scrumptious buffet lunch and tea-break refreshments.

What you stand to gain

- ▶ Engaging presentations to acquire professional advice and gain extensive insight
- ▶ Breakthrough sessions for profitable dealings ahead
- ▶ Experienced industry players, award-winning brands and dynamic speakers to enlighten and enthrall
- ▶ Interaction and shoulder-rubbing opportunities with industry go-getters like yourself
- ▶ Pressing and realistic lessons to bring home
- ▶ Hands-on and eye-opening experience at physical operational grounds[^]

Who should attend

- ▶ Franchisors/ Licensors/ Franchisees/ Licensees/ Licensing Agents
- ▶ Presidents/ CEOs / Directors/ Managers of franchise & license systems
- ▶ Business owners looking for franchising and licensing information
- ▶ Manufacturers looking for licenses to enhance their products
- ▶ Chain store operators seeking alternative distribution and reorganisation methods
- ▶ Entrepreneurs pursuing strategic partnerships
- ▶ Anyone who requires the working knowledge of franchise and license development and management
- ▶ Anyone else who wishes to find out more about what franchising and licensing is all about

site visits



Carl's Jr

See for yourself what Carl’s Jr means by “It’s Gonna Get Messy”! Customers can enjoy both quality and quantity at value-for-money prices with Carl’s Jr’s made-to-order oversized burgers brimming with flavours and finest ingredients. Best enjoyed without inhibitions! There are presently six Carl’s Jr® restaurants in Singapore – Marina Square, Suntec City, Plaza Singapura, VivoCity, Far East Plaza and Playground @ Big Splash.



Pet Lovers Centre

A pioneer of the trade, Pet Lovers Centre is the largest pet product and service retailer in Singapore, with 26 outlets across the island and 2 outlets in Malaysia. Not limited to pet food and accessories, its retail model is scalable to include other services, including sale of live animals, grooming, and veterinary. Its pet-mega mart – The Pet Safari, introduced since 1999 has been very successful.



Subway

SUBWAY® offers customers the option to eat healthy and delicious meals, fast! Each sandwich or salad is made to order, customized with a selection of daily freshly baked gourmet bread choices, select sauces and a variety of toppings to round off that perfect sandwich! Now in its 43rd year, the SUBWAY® restaurant chain is the world’s largest submarine sandwich franchise, with more than 29,000 locations in 86 countries. The SUBWAY® brand is ranked as the No.1 Global Franchise by Entrepreneur magazine for 2008.

programme

Friday, 17 October Conference

9.15am - 9.50am

Registration

9.50am - 10.00am

Welcome Address By Franchising & Licensing Association (Singapore)

10.00am - 10.45am

Winning Franchisee Relationship, Maximising Partnership Gains

Speaker:

Mr. Adrin Loi, Executive Chairman, Ya Kun International Pte Ltd, Singapore

- Our franchise structure: Stringent selection and appointment of Master Franchisee for overseas venture.
- Support system for franchisees.
- Communication with our franchisees: Our approach.
- Research & Development.
- Relationships with our franchisees: Work towards long term relations.

10.45am - 11.30am

Successful Case Study "TWO MEN AND A TRUCK®" - Top 25 USA Franchise High Performer"

Speaker:

Ms. Melanie Bergeron, CFE, CEO, Two Men And A Truck International, Inc., USA

- TWO MEN AND A TRUCK® - a brief history and how we decided it was time to go international.
- The process of our preparation for going international.
- The competitive advantage of international.
- Being ready internally.
- Being ready externally.

11.30am - 12.15pm

How To Penetrate Key Emerging Markets Like China, India, Vietnam and the Middle East With Your Franchise

Speaker:

Mr. William Edwards, CFE, President, Edwards Global Services Inc., USA

- What you need to know about these markets before you go there.
- What you need to have in your franchise before you go there.
- Key contract terms for these markets.

12.15pm - 1.45pm

Lunch Break / Visit FLAsia 2008 Exhibition

1.45pm - 2.00pm

Overview of Institute of Certified Franchise Executives Program – Better Preparation. Better Performance.

Speaker:

Mr. John Reynolds, President, International Franchise Association Educational Foundation, USA

Ms. Melanie Bergeron, CFE, CEO, Two Men and A Truck International, Inc., USA, Chairperson, Institute of Certified Franchise Executives

- Benefits of a professional certification program – for the industry, for companies, and for individuals.
- How the ICFE program works.
- Five Steps to Certification.
- "I am a CFE because..."

2.00pm - 2.45pm

Panel Discussion: How To Go Around The Mountain Rather Than Climbing It - Smart Ways To Circumvent International Competitors For Your Franchise

Moderator:

Mr. John Reynolds, President, International Franchise Association Education Foundation, USA

Panelists:

Mr. William Edwards, CFE, President, Edwards Global Services Inc., USA
Ms. Melanie Bergeron, CFE, CEO, Two Men And A Truck International, Inc., USA
Mr. Max Ng, Director, Gateway Law Corporation, Singapore

- Clearly differentiate your franchise offering.
- Have excellent training, support, marketing and online resources for your licensees.
- Do market research in-country to know your competitors.
- Be able to document the success of your franchise in your home country and where you have licensees.
- Take advantage of resources for international development.

2.45pm - 3.30pm

What Are The Tell-Tale Signs That Your Brand Is Ready For Licensing

Speaker:

Dr. Stanley Lai, Head of Intellectual Property & Technology, Allen & Gledhill LLP, Singapore

- Branding strategies, brand placement and management.
- Goodwill versus Reputation and licensing.
- Achieving 'well-known' status for the brand and what this entails.
- Proper definition of the spheres of business activity, and brand application.
- Licensing strategies for brands (quality control issues).

3.30pm - 4.00pm

Afternoon Refreshment

4.00pm - 4.45pm

How To Transform Your Business Into A Real Brand For Licensing

Speaker:

Mr. Jacky Tai, Principal Consultant, StrategiCom, Singapore

- Branding is not rocket science but there is a lot of confusion on what works in branding and what doesn't.

- The 10 RULES OF BRANDING that all strong brands are built on, regardless of whether they are local, regional or global brands.
- You need to know these rules if you want to build a strong brand around your intellectual property.
- If you don't, your IP will be worth less and it may even be ignored.
- The 10 RULES OF BRANDING are practical and can be applied right away to your brand building programme.

4.45pm - 5.30pm

Panel Discussion: Franchising Feasibility vs Lucrative Licensing

Moderator:

Mr. Uantchern Loh, Regional Leader for Enterprise Risk Services Deloitte Asia Pacific, Singapore

Panelists:

Mr. Adrin Loi, Executive Chairman, Ya Kun International Pte Ltd, Singapore
Dr. Stanley Lai, Head of Intellectual Property & Technology, Allen & Gledhill LLP, Singapore
Mr. Jacky Tai, Principal Consultant, StrategiCom, Singapore

- Franchising and licensing as a means of expanding a business are often confused with one another. What are the distinct differences that define more clearly these 2 business strategies?
- On what circumstances would you prefer franchising to licensing and vice versa?
- Licensing has always been seen as a faster and cost-effective way to enter a new market than franchising. One main reasoning was that licensing can circumvent the need to comply with the franchise regulations in many countries. Is it true?
- What are the potential pitfalls or risks to look out for when undertaking franchising and licensing as a means of expansion?
- Which countries would you advise market entry via franchising or licensing?

Saturday, 18 October Site Visits

8:15 am - 8:30 am

Registration

8:30 am - 1:00 pm

Site Visits to three successful franchising grounds (Carl's Jr, Pet Lovers Centre and Subway) for delegates who book on or before 30 September 2008

For the first time, FLAsia will be organising site visits to successful franchising grounds so as to incorporate theory knowledge and practical experience for delegates. Transportation will be provided and franchisor's representative will be on-site to answer any questions in relation to their operations.



Ms. Melanie Bergeron
CFE, CEO
Two Men and A Truck®
International, Inc., USA



Mr. William Edwards
CFE, CEO
Edwards Global
Services, Inc., USA



Dr. Stanley Lai
Head of Intellectual
Property & Technology,
Allen & Gledhill LLP,
Singapore



Mr. Uantchern Loh
Regional Leader
Enterprise Risk Services
Deloitte Asia Pacific,
Singapore



Mr. Adrin Loi
Executive Chairman
Ya Kun International Pte Ltd,
Singapore



Mr. Max Ng
Director
Gateway Law Corporation,
Singapore



Mr. John R. Reynolds
President
IFA Educational Foundation,
USA



Mr. Jacky Tai
Principal Consultant
StrategiCom, Singapore

Conference Prices	Early Bird Rates [^] (Now till 30 Sept)	Early Bird Rates [^] for: FLAsia 2008 Exhibitor or FLA Member or Group bookings* or Student	Normal Rates (After 30 Sep)	Normal Rates for: FLAsia 2008 Exhibitor or FLA Member or Group bookings* or Student
One day conference	<input type="checkbox"/> S\$400	<input type="checkbox"/> S\$360	<input type="checkbox"/> S\$450	<input type="checkbox"/> S\$400

* Group bookings of 3 or more from the same company and of the same billing source.

[^] FREE site visits for delegates who book on or before 30 September 2008.

Note: Conference Prices for local delegates are subject to 7% GST.

Personal Particulars

Please type for clarity (duplicate as necessary)

Name:	Dr / Mr / Mrs / Ms#		
Company:			
Job Title:		Industry:	
Address:			
State:		Postal / Zip Code:	
Country:			
Tel:	() ()	Fax:	() ()
E-mail:			
Company Website:			
<input type="checkbox"/> I have enclosed my payment by cheque / bank draft#. Total amount: _____ <input type="checkbox"/> I have telegraphic transferred the payment. Attached is the T/T payment advice. Total amount: _____ <input type="checkbox"/> Group bookings of 3 or more from the same company and of the same billing source <input type="checkbox"/> FLAsia 2008 Exhibitor <input type="checkbox"/> FLA Member <input type="checkbox"/> Student. Please enclose a photocopy of your student ID to enjoy the special rates. <i>All inclusive, no further discount</i>			
#Delete where applicable			

NOTES:

- Local rates for delegates from Singapore are subjected to 7% GST.
- Fee includes access to the conference, conference kit, Singapore Franchise Industry Survey 2007, FLAsia Show Directory, Lucky Draw, lunch and refreshments. Free site visits available to delegates who register on or before 30 September 2008.
- Payment is required with registration and must be received by 10 Oct 2008 for seat confirmation. After this date, on-site registration is subjected to seat availability at the Organiser's Office located outside Hall 404 (Level 4) at Suntec Singapore. Payment for on-site registration is by Cash only.
- No refund for cancellation or absence. Prior notice is required for any replacements.
- The Organiser reserves the right to make any amendment that it deems to be in the interest of the Conference without any notice.

**Four ways
to Register or Enquire**

- PHONE**
+65 6467 8385
Monday – Friday, 8:30 am – 5:30 pm
- FAX**
+65 6467 8325
- EMAIL**
theresa@bizlink.com.sg
- MAIL**
BizLink Premium Services Pte Ltd
ATTN: Theresa Ng
896 Dunearn Road
#04-01C Sime Darby Centre
Singapore 589472

**Confirmation
Enquiries**

A confirmation notice will be sent by email or fax to delegates upon receipt of registration.

Please contact **theresa@bizlink.com.sg** if you do not receive any confirmation by **10 October 2008**.For registration enquiries, please contact Ms Theresa Ng at
Tel: +65 6467 8385 or
Email: theresa@bizlink.com.sg**Hotel & Travel
Arrangement**For information on hotel rates, please log on to www.FranchiseLicenseAsia.com or contact the Official Travel Agent:**Orient Explorer (S) Pte Ltd**
Tel: (65) 6339 8687Fax:
(65) 6339 9536 / 6339 3731E-mail:
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www.orient-explorer.com/Event71.asp**Payment & Form Submission****1 For payment by cheque/bank draft:**
Complete the Registration Form and mail together with cheque/bank draft made payable to "BIZLINK PREMIUM SERVICES PTE LTD" to:**BizLink Premium Services Pte Ltd**
FLAsia 2008 International Conference
896 Dunearn Road
#04-01C Sime Darby Centre
Singapore 589472**2 For payment by telegraphic transfer:**
Complete the Registration Form and submit together with T/T payment advice via Fax: (65) 6467 8325 OR
Email: theresa@bizlink.com.sg**Our Account Name:**
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Our Banker: United Overseas Bank
1 Tampines Central
#01-01 UOB Tampines Centre
Singapore 529539
Account No.: 938-342064-0
Swift No.: UOVBSGSG

(Note: Any bank charges and/or expenses incurred as a result of bounced cheques shall be borne by the delegates)

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