



# ASEAN Franchise Congress

## 18<sup>th</sup> September 2015, Bangkok Thailand



**Jointly organised by:**  
**Impact Exhibition Management Co Ltd**  
**Globe Int'l Events Consultancy Pte Ltd**  
**Thai Retailers' Association**

### Proposed Official Sponsor

**Overview:** Industry Knowledge, Experience & Education are the most important elements of success in starting or expanding a business in the franchising industry. By attending the congress which has renowned experienced franchise experts speaking on a variety of relevant topics such as day-to-day running of the business and growing the organization, you will emerge from the congress with an enlightened understanding of the evolving landscape of this industry which will hold you in good stead for the optimum decision making in cultivating the future success of your business. Join us today and learn to think like the leaders of the franchising industry.

#### Rethink, Re-Strategize & Re-Innovate

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|-------------|---|
| 10.00-10.20 | <b>Registration</b>   |
| 10.20-10.25 | <b>Welcome Address</b><br>Mr Sethaphong Phadungpisuth, MD, Gnosis Co., Ltd/ Franchise Assessor,<br>Department of Business Development, Ministry of Commerce   |
| 10.25-10.30 | <b>Opening Address</b><br>Mr Loy Joon How, GM, IMPACT Exhibition Management – Co-organiser of<br>RETAILEX/FRANCHISEX EXHIBITION AND CONFERENCE  |
| 10.30-11.05 | <b>Penetrate the ASEAN market effectively with HP's latest technology to<br/>successfully strategize &amp; implement your market development strategies</b><br>Representative Speaker, HP Thailand<br>Official ASEAN Franchise Congress Sponsor   |
| 11.05-11.45 | <b>Franchising Trends Around the world emphasising on ASEAN</b><br>Mr Albert Kong, Chairman/CEO, Asiawide Franchise Consultants Pte Ltd   |
| 11.45-12.30 | <b>Case Study : Franchise Development Through Best Practices</b><br>Learn from experienced multi-unit operators about the best practices to attract<br>and develop your franchise concept. Get the best insight on effective lead<br>generation and marketing techniques, as well as how to position your franchise<br>model to appeal to a multi-unit operator's needs and requirements. |
| 12.30-13.30 | <b>Lunch Networking</b>   |



- 13.30-14.10 **Master Franchising– Success Or Struggle**  
Many franchisors offer some form of master franchise whereby the master franchisee performs most of the franchise support functions on behalf of the franchisors. These functions include franchise sales, training as well as operational support. Many successful franchisors use this third party approach but other franchisors have also encountered significant problems in the execution of this strategy. What differentiate success from failure? Learn to assess whether three party franchising is the right model for you from the perspectives of the franchisor and master franchisee.
- 14.10-14.45 **Importance of Intellectual Property – Franchising related regulations & trademark**  
**Proposed Speaker:** Asst. Prof. Dr.Somchai Ratanachueskul, Head of Franchise Business Section, University of the Thai Chamber of Commerce
- 14.45-15.20 **The Standout Franchise Trends**  
New trends are driving the growth of everyday retailing. What are the key new trends that you should not overlook. Leverage on these new trends to formulate your unique Selling point (USP) to be the standout franchise of tomorrow.  
**Proposed Speakers:**  
Mr. Ruan Lim of MadeInCandy  
Mr. Kim In Yeop of Missha/Red Mango/Tom N Toms
- 15.20–15.45 **Coffee Break**
- 15.45–16.20 **What is Branding/Packaging: How it can help a company grow/How packaging can boost sales!**  
(Speaker from Singapore to be sourced by Mr Albert Kong)
- 16.20–17.15 **Franchise opportunities presentation – Case study & panel discussion**  
**Moderator:** Mr Sethaphong of Gnosis  
**Proposed Speakers:**  
Mr Hester Chew, Chairman, McDonald Thailand  
Mr William E. Heinecke, Chairman, Minor Group  
Kannika Chinprasithchai, Director, Black Canyon Coffee
- 17.15-18.00 **ENTER ASEAN Franchise: Panel Discussion**  
What every franchisor and their prospective franchise partners need to know when expanding to ASEAN: Learning from the mistakes and successes of others. A well-planned step by step approach to franchising in a foreign market is crucial. Experienced ASEAN professionals will discuss practices that work as well as those that don't work in expanding to ASEAN. Key topics will include strategies for the protection of intellectual property, evaluating whether the potential franchise partner is suitable, understanding the various ASEAN member nations' franchise laws etc  
**Moderator:** Mr Albert Kong (Asiawide Franchise)  
**Proposed Speakers:**  
Mr Sethaphong of Gnosis  
Mr Alan Adcock of Tilleke & Gibbins  
Mr. Kim In Yeop, of Missha
- 1800–18.15 **Wrap up & Close**



**Target Audience:** Current Franchisors & Franchisees

**Language:** English-Thai Simultaneous Translation (other languages upon request)

**Disclaimer:** While every effort will be given to ensure the speakers as listed are present, the organisers reserve the right to amend the agenda or change speakers without notice. If we need to change speakers, every effort will be made to secure a replacement speaker of equal or relevant calibre

**For more information:**

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