

# FRANCHISING WEATHERS ECONOMIC CHALLENGES

## SEMINAR & WORKSHOP

Program			
Morning session		Afternoon session	
08:00	Seminar Registration	<b>Franchisors Presentation/Workshop</b>	
08:30	Opening Speech <i>Mr. Huynh Van Minh – General Director of SATRA Group</i>	13:30	Franchising experience from Singapore' guest speaker • The Little Skool-House - Education <i>Mr. Jaen Lee – Business Development Manager</i>
08:40	Welcome Speech <i>Mr. Tran Vinh Nhung – Director of HCM City Department of Industry and Trade</i>	13:45	Franchising experience from Singapore' guest speaker • Tastythai – F&B <i>Ms. Christine Cheung – Senior Consultant of Asiawide Franchise Consultants, Singapore</i>
08:45	Welcome speech <i>Mr. Vo Tan Thanh – Director of VCCL, HCM City, Vietnam</i>	13:55	Franchising experience from Singapore' guest speaker • C3 – Car Care Centre <i>Mr. Christopher Tay – Director of Asiawide Franchise Consultants</i>
08:50	Opening Speech –Franchising Weathers Economic Challenges Seminar <i>Mr. Albert Kong – CEO/President of Asiawide Franchise Consultants, Singapore</i> • Franchising Trends Around the World	14:05	Franchising experience from Singapore guest speaker • Funky-Fish – retail store franchise <i>Ms. Christine Cheung – Senior Consultant of Asiawide Franchise Consultants, Singapore</i>
09:20	Why Re-Invent The Wheel? Better Buy A Franchise How to Evaluate A Franchise? <i>Mr. Christine Cheung – Senior Consultant of Asiawide Franchise</i>	14:15	Franchising experience from Asiawide Franchise Consultants Singapore' Clients - Education • EMC Learning center • Wee Care • Baking Industry Training Center <i>Mr. Christopher Tay – Director of Asiawide Franchise Consultants, Singapore</i>
10:00	Tea Break	14:30	Franchising experience from Asiawide Franchise Consultants Singapore' Clients – F&B • Loy Kee Chicken Rice • Paddington Pancake • Waraku – Japanese Cuisine <i>Ms. Christine Cheung – Senior Consultant of Asiawide Franchise Consultants, Singapore</i>
10:15	You Don't Need Big Capital To GROW!! Expand By Franchising How To Develop A Franchise? <i>Mr. Albert Kong –CEO/President of Asiawide Franchise Consultants, Singapore</i>	14:45	Franchising experience from Asiawide Franchise Consultants Singapore' Clients • WSI Corporate – Internet • Concept 10 10 – Health care <i>Mr. Christopher Tay – Director of Asiawide Franchise Consultants, Singapore</i>
10:55	Importance of Intellectual Property – Trade mark registration <i>Ms. Nguyen Thi Huong – Director of VNIP Law Firm</i>	15:00	Franchising experience from domestic Franchisor • Pho 24 <i>Mr. Ly Quy Trung – Directore of Nam An Group</i>
		15:15	Franchising experience from domestic Franchisor • Kinh Do Bakery <i>Mr. Le Phung Hao – Vice President of Kinh Do Corporation</i>
11:20	Franchising Law <i>Mr. Frederick Burke – Managing Partner of Baker &amp; McKenzie LLP Ho Chi Minh city Branch office</i>	15:25	Franchising experience from Malaysia' guest speaker • Manhattan Fish Market – F&B <i>Mr. Jeffrey Goh Sim Ik - Director</i>
		15:40	Franchising experience from Malaysia' guest speaker • Sports Planet – indoor football franchise <i>Mr. Mohamed Fariq - Managing Director of Asia Franchise Consultants Malaysia</i>
11: 50	Importance of Choice Location and Availability <i>Mr. Marc Townsend – Managing Director of CB Richard Ellis (Vietnam) Co Ltd</i>	15:55	Franchising experience from Malaysia' guest speaker • Suchan Restaurant – F&B <i>Mr. Jamaludin Ghani - Executive Director of Asia Franchise Consultants Malaysia</i>
		16:05	Closing Speech Introduction Paris Franchise Show 2009 <i>Ms. Ngo Le Thu – Vice Director of Trading Department – Saigon Trading Group</i>
12:10	Lunch Break	16:15	Meeting One – to – One workshop