The Philippines: *Your gateway to* ASIA

Why invest in the Philippines?

- **Huge** market of 100+ million
- **Young** population with median age of 23 years
- One of the **fastest growing** economies in the world
- **High consumer confidence** due to rising income
- **Cosmopolitan people** open to foreign products
- **English-speaking** and **highly skilled** talent pool
- **Strategically** located as **gateway** to ASEAN's 600+ million markets

RUSSIA
CHINA
HONGKONG
KOREA
JAPAN
MYANMAR
LAOS
TAIWAN
UAE
THAILAND
VIETNAM
CAMBODIA
MALAYSIA
SINGAPORE
INDONESIA
BRUNEI DARUSSALAM
PHILIPPINES
AUSTRALIA
NEW ZEALAND

ASIA'S BIGGEST 4-IN-1
FRANCHISE SHOW

FRANCHISE ASIA PHILIPPINES 2018

JULY 18-22, 2018
SMX CONVENTION CENTER MANILA, PHILIPPINES

www.**franchiseasiaph**.com

| Certified Franchise Executive PROGRAM 16-17 July | International Franchise CONFERENCE 18-19 July | International Franchise EXPO 20-22 July | Educational / Franchise SEMINARS 20-22 July |

FRANCHISE ASIA PHILIPPINES 2018

is your gateway to the huge and consumption-oriented market in the Philippine as well as to the vibrant economies in Asia-Pacific.

Over **52,000** Expo Visitors

INTERNATIONAL FRANCHISE EXPO
20-22 JULY
SMX CONVENTION CENTER, MANILA

FRANCHISE ASIA PHILIPPINES 2018

INTERNATIONAL FRANCHISE CONFERENCE 18-19 JULY
SMX CONVENTION CENTER, MANILA

1,000+ Local & International Delegates

More compelling topics and POWERHOUSE speakers at Asia's biggest International Franchise Conference

- Powerhouse International & local experts and speakers
- Global best practices, latest trends and innovations and disruptive strategies to gain competitive edge
- Business solution roundtable discussions for peer to peer exchange of ideas
- Unparalleled educational, professional development and networking opportunities

Asia's biggest International Franchise Expo has grown even BIGGER!

- **13,380 sqm** exhibit space area
- **500+ homegrown** and **international brands** in the **food, retail** and **service sectors**
- **Innovation Village** and **Food Park** at the **2nd FLOOR**
- Special zones for **suppliers and retail technology service providers**
- **Over 52,000** national and international **visitors**
- **Business matching opportunities** with prospective partners and investors

Franchise Asia Philippines 2017 Quick Facts

Visitor's Quality
GOOD 24% EXCELLENT 28% VERY GOOD 47%

Assessment of the show
GOOD 13% EXCELLENT 39% VERY GOOD 47%

Business Generated
GOOD 25% EXCELLENT 37% VERY GOOD 47%

CERTIFIED FRANCHISE EXECUTIVE PROGRAM 16-17 JULY
AIM CONFERENCE CENTER, MAKATI CITY, PHILIPPINES

A **MINI-MBA Professional Development Program**, duly accredited by the US-based Institute of Certified Franchsie Executives (ICFE), designed to raise the level of expertise of franchise professionals. It is a global mark of distinction in the field of franchising.

LEARNING & NETWORKING SESSIONS 20-22 JULY
SMX CONVENTION CENTER, MANILA

- Educational / Franchise Seminars
- Business Matching • Networking • Mentoring