

# FLA SINGAPORE ONLINE NEWSLETTER



## Dear FLA Members and Friends,

We would like to take this opportunity to thank all of you for your friendship and support for FLA Singapore. 2015 was an exuberant year for FLA! Just to name a few of our milestones and what we are thankful for.

We had overseas business matching sessions for our members who participated. We had business matching activities that were held in Tokyo, Jakarta, Myanmar and Hong Kong. We appreciate the work from various consulting companies and also IE Singapore support on grants for making this business matching a possibility for our members.

We are thankful for the various government grants (IE Singapore/Spring) that support local SMEs in expanding overseas.

We held our first Members' Forum where we gathered members' feedback on how to better the Association as a whole. We are thankful to all our members who spent their time to attend this forum.

We celebrated the joy of excellence with the Winners of the FLA Awards 2015 at the Gala Dinner at Marina Mandarin Singapore. We congratulate all winners and look forward to next year's participation.

We saw an increase in the turnout of international exhibitors as well as visitors at our annual flagship show, FLAsia, at Marina Bay Sands, Singapore. We thank all local and overseas exhibitors for their support and participation. We would like to thank our FLAsia show sub-committee, Bizlink and SPH for making this show a success.

We launched the Association's first ever coffee table book – "Franchising and Licensing Icons of Singapore". We would like to thank Andrew Tjioe for his leadership in this project.

We fostered new tie ups and collaboration in 2015 and will continue to do so in 2016. We had workshops, talks, conference, networking events this year that we will continue to hold in 2016.

It has also been a year of change in the FLA Secretariat team as we expand and recruit new team members. With this, we would also like to bid farewell to Mr Jean-Jacques Lavigne who will be leaving us in January 2016. FLA wishes him, all the very best in his business venture.

Moving on to 2016, the Association will continue to provide the best of our services to our members in their franchising and licensing journey. We have new and exciting events lined up for 2016. Join us in building a better franchising and licensing landscape. Email us at [members@flasingapore.org.sg](mailto:members@flasingapore.org.sg) if you would like to be included in our volunteer list.

Once again, Thank you ALL for a wonderful 2015! Blessed Christmas and Happy New Year!



**Ms Donna Lee**  
Chair  
FLA Singapore

## Oct-Dec Issue, 2015

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Read to find out who the newest FLA members are!



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## FLA 2015 Executive Committee

### CHAIR

- Ms Donna Lee (*Kindergolf*)

### VICE-CHAIR

- Mr Andrew Tjioe (*Tung Lok Millenium*)

### HONOURARY TREASURER

- Mr John Ong (*FT Consulting*)

### HONOURARY SECRETARY

- Mr Li Dong (*7-Eleven*)

### COMMITTEE MEMBERS

- Mr Alex Butt (*Signarama*)
- Mr Andrew Khoo (*ABR Holdings*)
- Mr Albert Kong (*Asiawide Franchise Consultants*)
- Mr Andrew Lee (*Zingrill Holdings*)
- Mr Low Cheong Kee (*Home Fix D.I.Y.*)
- Mr Bobby Ong (*AutoSaver*)

### ADVISORS

- Dr T. Chandroo (*Modern Montessori International*)
- Ms Karen Eidsvik (*Subway Systems Singapore*)
- Mr Robert Leong (*Kinderland Educare Services*)
- Mr Dharendra Shantilal (*Fircroft*)



## FLA SINGAPORE CONGRATULATES ALL THE WINNERS OF FLA AWARDS 2015!

### PROMISING FRANCHISOR OF THE YEAR

OVERALL WINNER



WINNERS



### FRANCHISOR OF THE YEAR

OVERALL WINNER



WINNERS



### INTERNATIONAL FRANCHISOR OF THE YEAR

OVERALL WINNER



WINNERS



### FRANCHISEE OF THE YEAR

WINNER



Mr Richard Lim  
7-Eleven

WINNERS



Ms Kris Ang  
Signarama Asia Pte Ltd



Mr Darryl Ayris  
Anytime Fitness



Ms Clara Butt  
Signarama Asia Pte Ltd



Mr Tommy Gul  
Daulyo Eye Level Pte Ltd



Mr Muhammad Nur Bin Muhd  
7-Eleven



Mr Vic Toh  
ECG Property Services Pte Ltd



## FLA EVENT CALENDAR 2016

Month	Date(s)*	Event Title
<b>January</b>	29 Jan	Members' Forum & Networking Party
<b>February</b>	25 Feb	FLA Seminar Series - Introduction to Vietnam Market
<b>Mar 2016</b>	3 – 6 Mar	Malaysia Deal Hunter
	18 Mar	FLA 2016 Annual General Meeting
	23 – 24 Mar	31 <sup>st</sup> Intake of the Fundamentals of Franchise Management (FFM)
<b>April 2016</b>	7 – 8 Apr	Philippines Deal Hunter
	14/15 Apr	IP Elective Programme for FFM
	18 Apr	FLA Awards 2016 Launch
	28 – 30 Apr	Myanmar Franchise Expo & Conference 2016
<b>Jun 2016</b>	8 – 10 Jun	Vietnam International Retail & Franchise Show 2016 (VIETRF 2016)
<b>Jul 2016</b>	22 – 24 Jul	Franchise Asia Philippines 2016 (FAP 2016)
<b>Sep 2016</b>	1 – 3 Sept	China Franchise Expo (Shanghai) 2016
	2 – 4 Sept	Franchise & License Expo Indonesia 2016 (FLEI 2016)
<b>Oct 2016</b>	13 – 15 Oct	Franchising & Licensing Asia 2016 (FLAsia 2016)
	13 Oct	FLA Awards 2016 Gala Dinner
<b>Nov 2016</b>	17 – 18 Nov	32 <sup>nd</sup> Intake of the Fundamentals of Franchise Management (FFM)
<b>Dec 2016</b>	1 – 3 Dec	Hong Kong International Franchising Show 2016

*\*Tentative dates*

If you are interested to participate in the above events, please contact Ms Elaine Gao at (65) 6333 3093 or email [elaine@flasingapore.org](mailto:elaine@flasingapore.org) for more information.

Should you like to suggest other events or workshops unlisted but related to Franchising and Licensing, please contact us at [events@flasingapore.org](mailto:events@flasingapore.org). FLA Singapore would be happy to explore what can be done to support the initiatives.

## FLASIA 2015: 29 – 31 OCTOBER 2015



Guests enjoying themselves at the Opening Ceremony

Ms Donna Lee, Chair of FLA Singapore, giving her welcome address

Launch of FLA's first Coffee Table Book – Franchising & Licensing Icons of Singapore

Franchising & Licensing Asia (FLAsia) 2015 opened with much fanfare – drums and various noisemaking equipment to welcome this year's Guest-of-Honour, Mr. Robert Leong, Past Chairman and Advisor of the Franchising and Licensing Association (FLA) Singapore.

The first Coffee Table Book produced by FLA Singapore, that showcases some of the best franchising and licensing players in Singapore, was also launched at the FLAsia opening ceremony. This book will be distributed worldwide through International Enterprise (IE) Singapore, World Franchise Council (WFC) and Asia Pacific Franchise Confederation (APFC) offices.

This year's FLAsia also saw an increase in the number of participating overseas brands. Over 55% of participating brands are international brands, compared to 45% in 2014. Taking place from the 29th till the 31st of October, this year's show saw the largest country pavilions by Japan, Malaysia and Taiwan, led by Japan External Trade Organisation, Ministry of Domestic Trade, Co-operatives and Consumerism, and Taiwan External Trade Development Council respectively.



FLAsia also welcomed groups from companies, organisations and trade associations to join the Group Delegation Programme that was designed specially to enhance the experience for overseas and local attendees, and to help attendee groups achieve their business aims.



*Groups that joined the Group Delegation Programme this year*

Besides showcasing top international franchise and license brands, FLAsia 2015 featured a series of talks and presentations – 13 sessions conducted by experts with the aim of helping visitors gain greater knowledge on the basics of franchising, legal aspects, intellectual property rights and trademarks in franchising.



*Mr Matthew Heller, Head of Channel Sales, Southeast Asia, Google, sharing his knowledge with the attendees*



*Allen Yeng, Managing Director of Connectabrand, speaking passionately on licensing*



*Attendees of the FLAsia 2015 workshops listening intently to the speaker*

The show will return next year from **13 to 15 October 2016** at Sands Expo and Convention Center at Marina Bay Sands, Singapore.

Interested exhibitors, please contact Ms Elaine Gao at (65) 6333 3093 or email [elaine@flasingapore.org](mailto:elaine@flasingapore.org) for more information.



## FLA AWARDS 2015 GALA DINNER



*FLA Awards 2015 Winners*

Over the years, the FLA Awards have grown into one of the most coveted and respected industry awards in Singapore and the region.

Each year, FLA Singapore scours the island for the best franchising and licensing companies and brands to recognise and honour them for their efforts put forth for their franchise concepts.

Currently into its 11<sup>th</sup> year, the Awards continue to provide a formidable platform for successful franchise concepts and businesses to be showcased in the international arena. It also serves as a national benchmark for franchise concepts aspiring to greater heights.

This year, we celebrated the jubilant night with the Winners and our members and guests at the Marina Mandarin Singapore. Winners and their supporters were exhilarated and cheered with joy as the emcee announced their names. All Winners received a trophy and waited in suspense on stage for the emcee to announce the Overall Winner of each category.



*Guest-of-Honour, Mr Ron Sim (OSIM International), together with Ms Donna Lee (FLA Chair) & Mr Andrew Tjioe (FLA Vice-Chair)*



*FLA EXCO & Guest-of-Honour toasting on stage*



*Promising Franchisors of the Year*



*Franchisors of the Year*



*International Franchisors of the Year*



*Franchisee of the Year*

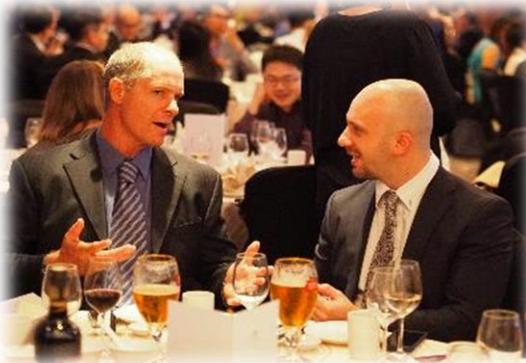


*Franchise Executives of the Year*

The FLA Awards 2016 will be launched in first quarter of 2016. Stay tuned to the Awards website: [www.flaawards.com](http://www.flaawards.com) for more updates and information.

Alternatively, please contact the FLA Secretariat at (65) 6333 0292 or email [awards@flasingapore.org](mailto:awards@flasingapore.org).

**More photos taken at the Gala Dinner**



## 30<sup>th</sup> INTAKE OF THE FUNDAMENTALS OF FRANCHISE MANAGEMENT (26 – 27 NOV 2015)

The 30<sup>th</sup> intake of the Fundamentals of Franchise Management (FFM) took place on the 26<sup>th</sup> – 27<sup>th</sup> of November. For this intake, FLA Singapore introduced a new student tier to cater to the increasing interest received from the students. There was a total of 16 participants this time round and feedback on the course was good.

In particular, they enjoyed the practical aspects of the course such as role playing and use of real world examples as it brought all of the theoretical aspects together and helped them visualise how to apply it practically.



*Role playing as a franchisor & franchisee*

*Attentive participants*



*Attentive participants*

Each year, FLA Singapore organises at least two runs of FFM to constantly educate budding franchisors and franchisees to understand more about the concept of franchising. In 2016, we will be exploring partnerships with various organisations to create more value for FFM. Be sure to keep an eye for the updates!

Do contact the FLA Secretariat at (65) 6333 0292 or email [info@flasingapore.org](mailto:info@flasingapore.org) for more details on FFM.

## NEW MEMBERS (OCT – DEC 2015)



### Anytime Fitness

Anytime Fitness is an American brand founded in 2002, but a new entrant into Singapore's fitness scene. It is passionate about making gyms convenient and non-intimidating, providing a no-frills gym 24 hours a day, 7 days a week. A membership provides access to its gyms all around the world and is part of its goals of making fitness accessible and affordable.

Contact: Darryl Ayris [Darryl.ayris@anytimefitness.sg](mailto:Darryl.ayris@anytimefitness.sg)

Website: <http://www.anytimefitness.sg/>



### Chewy Junior (China) Pte Ltd

Originating in Singapore, Chewy Junior officially entered the greater China market in 2011 and established its regional headquarters in Shanghai since May 2012.

Today, Chewy Junior China still adheres to the tradition of consistent quality from their founding in 2007. The puffs are made with premium materials in a fully transparent field production strategy.

Chewy Junior China is expanding quickly in China and are looking for like-minded individuals to join their franchising team.

Contact: SK Tay [sk@chewy-junior.com](mailto:sk@chewy-junior.com)

Website: [www.chewy-junior.com](http://www.chewy-junior.com)



### F.C.D. Pte Ltd

F.C.D. (Food Corner Development), is a Singaporean company specially created to as a country licensee to exclusively distribute a French manufacturer's products such as the Resto'clock in Singapore and the rest of Asia.

Since 1995, The company has striven towards manufacturing the best products for the catering market. Combining their experience in temperature control coupled with innovative ideas has led to the creation of a hot pizza sale point as a 24/7 concept to deliver pizzas via a patented induction oven system.

Contact: Pascal Roche [Pascalroche@foodcornerdev.com](mailto:Pascalroche@foodcornerdev.com)

Website: <http://www.foodcornerdev.com>



### Jardin Enchanté

Part of the One-Rochester group with several well-known locations such as One Rochester, One Altitude and has become well known for their lifestyle events, weddings along with their food and beverage offerings.

Contact: Christian Salles [Christian@1-altitude.com](mailto:Christian@1-altitude.com)

Website: <http://onerochester.com/>



## JNM Dining Concepts

JNM Dining Concepts Pte Ltd is a quality focused F&B investment management group built with an aim of providing unique customer experiences with a finger on the current market pulse and a keen eye on the future. The company draws from a wealth of experience built on multi-million dollar enterprises across Singapore & South East Asia over the past five years.

Contact: Johnny Mayani [jmayani@jnmcorporation.com](mailto:jmayani@jnmcorporation.com)

Website: <http://www.jnmdiningconcepts.com/>



## Life is an asset Pte Ltd

The School of Attitude was born in Singapore, the best in class, the best in quality, the best in attitude-building, the best in creativity and innovation in life skills, employability skills, emotional intelligence, creativity and innovation courses and its identity is author Siva Chippada.

Contact: Siva Chippada [siva@lifeisanasset.com](mailto:siva@lifeisanasset.com)

Website: [www.schoolofattitude.academy](http://www.schoolofattitude.academy)



## Mr Popiah Pte Ltd

Established in 1995, Mr. Popiah is one of the leading popular manufacturers in Singapore. Started in a humble coffee shop, Mr. Tan and his life were determined to bring their business to greater heights while not compromising on the core principal of delivering quality popiah skins.

Today, Mr. Popiah products are made available to customers at coffee shops, restaurants, catering companies, retail shops and even during events with their widely accessible catering services.

Contact: Lewis Tan Zhong Ming [lewistan.zm@gmail.com](mailto:lewistan.zm@gmail.com)

Website: [www.mrpopiah.com.sg](http://www.mrpopiah.com.sg)

### FLA Key Facts And Figures

- More than 20 years of existence
- Founding member of the World Franchise Council (WFC)
- Founding member of the Asia Pacific Franchise Confederation (APFC)
- Over 140 members and growing
- Over 15 dedicated committee members and advisors
- Full-time Secretariat staff

### Membership Benefits\*

\* May vary from time to time at sole discretion of FLA

- Free Asiawide magazine subscription
- Free yearly FLA Awards Gala Dinner seat
- Free Listing in FLA's Online Companies and Brands Directory
- Newsletters
- Members Forum
- Grants for Local and Overseas Trade Shows and Missions
- Discounted Member Rates to FLA Conferences and other Associated Events

Interested in FLA Membership? Please click [here](#) to download the Membership Form.

Alternatively, please contact the FLA Secretariat at (65) 6333 0292 or email [members@flasingapore.org](mailto:members@flasingapore.org) for more information.

We look forward to have you on board as a FLA member!

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by Franchising & Licensing Association (Singapore)

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by Franchising & Licensing Association (Singapore)

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