

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



UPCOMING WORKSHOPS

29th August 2014

CEO Luncheon

- Hosted by Mr Alex Butt
- President – Signarama

Fees:

\$20 for Members

\$50 for Non-Members

RSVP by 27th August to:

glendon@flasingapore.org



Recently, Franchise Consultant told FLA that considering going the franchising route without a solid Intellectual Property (IP) protection program is pretty much useless, if not suicidal. Your crispy chicken recipe, your logo recognition, your TV ads, your retail designer could be the best in the world, it is worth nothing if your intellectual property doesn't reflect your true assets. Turned the other way around, one can consider that your true assets are actually limited to your IP. Hence, the Singapore IP Week (August 25th-28th) is a great opportunity to be reminded or taught about what ought to be done to turn your company into Fort Knox, not Troy.

That said, IP is not about a few seminars during a week, it is not only about the experts lining you at FLAsia Conference and Workshop to educate and encourage you. IP is not the theme for a week or a good catalyst for a conference. It is an everyday affair, 24/7, week after week, month after month, year after year. It is the very foundation you are building upon. You simply don't have the right to neglect it.

In this month newsletter, more articles, more new members (welcome!). We also have departing members and that will be covered in a subsequent issue, as much can be learnt from it. Key events are of course our Awards and our FLAsia Show. These are really the star events you must not miss: they are put together for your benefits, truly, to offer you regional if not worldwide industry recognition and a platform to bring you international business contacts for your development. To postiche a famous tagline I would simply say, "Any better, you would have to organize them yourself".

Jean-Jacques Lavigne, Executive Director

jjlavigne@flasingapore.org

2 More Months to the Grand FLAsia Show!

The FLA show is back! Get ready for action & tantalizing opportunities at the #1 Franchising & Licensing Show in Southeast Asia from **October 15th to 17th** at Marina Bay Sands.

The BIG difference for FLA Members is the BIG discount that FLA get for the FLA Conference and Workshop! This year, FLA member can participate to the conference and workshops but not with a 15% discount. Not with 30%. But with a staggering 50% discount! WOW! Being a FLA member has never been that advantageous!

-So, log on to www.franchiselicenceasia.com and register NOW!

-Note: ALL prices are subject to 7% GST

FLA 2014 Executive Committee

CHAIR

- Ms Karen Eidsvik (Subway Systems)

VICE CHAIR

- Ms Donna Lee (Kinderland Golf)

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FLASIA	List Price(S\$)	Group of 4 and above/Students (S\$)	FLA Members (S\$)
Conference	650	450	325
Workshop	400	250	200
Conference + Workshop	850	600	425

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



Be a sponsor of FLA Awards and get great value for money!



Each year since 2005, The Franchising and Licensing Association Singapore honours franchise and license systems, products, companies and promotions from Singapore and the region that demonstrated superior performance. The 2014 FLA Awards highlight the cutting-edge innovation and dynamic creativity that positively impacted the marketplace during the calendar year 2014.



In line with FLA's mission to promote Singapore as a franchise & license hub, the FLA award competition has provided a great platform to showcase successful franchise and licensing concepts; our past winners include **Manhattan Fish Market, MindChamp, Gelataria Italia, 7-Eleven or even Kenko Reflexology to name a few.**

By joining as a FLA Awards Sponsor, you will be reaching out to the movers and shakers of the franchising and licensing industry in Singapore and the region, representing various sectors from F&B, Retail to Education, Intellectual Property Protection. About 250 to 300 business owners and top professionals are expected.



In addition to the Awards Dinner and Event, sponsors get exposure directly on FLA's booth in FLAsia Show, allowing for an even broader exposure to over 8,000 visitors. A 30 minutes spotlight session during the show allows a large size of prospect customers to be exposed to extensive brand promotion. Sponsors are to be introduced one booth and press releases as sponsors of the Awards.

Media Exposure

Based on our coverage report on last year's award event alone, estimated value of PR value was \$490,000 and media report was at \$160,000.

Please do contact JLavigne (JLavigne@flasingapore.org) or Glendon Cheok (Glendon@flasingapore.org) to receive our sponsorship packages. Now is the time to come on board!

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



FLA/ IMAP Supported Exhibitions & Events

6th-8th September 2014
Vietnam Franchise Show

12th-14th September 2014
REED Indonesia Franchise Show

26th-29th September 2014
Taipei Franchise Show

For more information regarding participation and grants, contact Glendon at:

glendon@flasingapore.org
H/p: 9825 7795

Philippines Franchise Tradeshow

From 18-20th July 2014, FLA and 6 other companies attended the 2014 franchise expo held in the Philippine World Trade Centre in Pasay City Manila



Abhishek Date (standing) and Seth Yap (sitting) at the Astream Booth, Philippines Franchise Fair

IPOS Week

25th-27th August 2014

A special discount of 30% for sales of 11 to 30 tickets, and discount of 50% for sales of 31 tickets and above is especially extended to our supporting agencies only.

For more information, please visit www.ipos.gov.sg/ipweek or feel free to contact Glendon should you have further queries.



Despite typhoon Rammasun, FLA brought six Singapore based companies **Signarama Asia, Munch Saladsmith, Anytime Fitness, Subway Systems, Asia Franchise Consultants, Astream Consultants** to attend the Franchise tradeshow held in Manila, Philippines. The franchise fair had attracted more than one hundred different businesses pitching in their franchises to a number of investors and future entrepreneurs. The high participation rates of companies ranging from food & beverage industries to educational enterprises has indeed contributed to the success of the event. All our local booths had a fantastic time showcasing their franchises. Particularly, many people visited the booth set by the Astream Consultants. Besides showcasing their own franchise businesses, the companies also had the opportunity to visit other booths set up by companies from other countries. Therefore, a great opportunity to know and learn about other businesses as well as gaining international contacts. On the whole, more visitors could have attended the show if not for the typhoon Rammasun, which had caused black outs and affected transport facilities in the city, according to feedbacks by the companies.



25 - 27 August 2014
Level 3, Marina Bay Sands Expo & Convention Centre, Singapore

Attending a franchise exhibition or tradeshow? Here are some tips!



Attending a franchise business expo or show can help in making your franchise business popular and increase your chances considerably of finding prospective investors who might be interested in your business concept. A franchise business expo is a great platform for both business owners and aspiring entrepreneurs. Find out here how you can locate a franchise expo or show scheduled for your area.

Find out related expos: Before you plan to take part in a franchise business expo, find out the relevant events that are taking place in your locality. You can find the listings in Yellow Pages or browse the Internet or newspapers to get information about upcoming business expos. Find out the best one amongst the events and start preparation

Contact the organizers: Once you are aware of which franchise business expo you want to attend, it's time to contact the organizers to find out the registration process, floor plan and other formalities

Registration: If you are satisfied with the features of the expo and think it will help to start franchise network, do the registration. Usually registration can be done through e-mail or on the organization's Website

Reserve a place: Reserve a booth or, if it is a smaller event, reserve a table. Remember that there are other franchise business owners who will be taking part in the expo to start franchise network. So, you need to reserve your place in advance. Find out a place where your brand will get maximum visibility.

Booth specifications: Find out the exact size specifications of your booth and the ceiling to ensure that the items you bring for on the day of the expo will fit properly. You need to request for necessary things in advance from the organizing authority that you might need on the day

Create advertising elements: Before the franchise business expo starts, make all the preparations related to advertisements that can help in brand endorsement. Create brochures and other handouts to provide information about your organization when people visit your booth.

Presentation: Prepare a PowerPoint presentation that can run on your laptop to highlight your organization when visitors want to know about your company in details

Recruit a team: Recruit two or three of your best team member to cover the entire day of the franchise business expo. Make sure the members are aware about all the details of your company.

Arrive Early: On the big day arrive early on the day of the event to set up your booth, put out literature and promotional items, and to ensure that everything is set. Make sure everyone is well dressed and confident enough to handle the questions asked by aspiring entrepreneurs.

Be Ready for the Upcoming Vietnam Show

Franchise Agreement

A franchise agreement must be in writing. A franchise agreement need not be registered to be effective. The regulatory authorities of franchising activities The Ministry of Industry and Trade ("MOIT") is the central regulatory authority for franchising activities. The MOIT has the power to provide guidance for implementation of policies and legislation on franchising, and to organize the registration of franchises.

The MOIT registers (a) franchises from overseas, and franchises from an export processing zone, a non-tariff area or a separate customs area; and (b) franchises from Vietnam to a foreign country, and franchises from Vietnam to an export processing zone, a non-tariff area or a separate customs area.

The Services of Industry and Trade (the "SOITs") are the provincial agencies of the MOIT. The SOITs which supervise franchising in provinces and centrally-run cities. The provincial SOIT will receive the registration of the franchise between the Vietnamese franchisor and the Vietnamese franchisee.

Information disclosure

Decree 35 requires an information disclosure document called "Introduction of the Franchise Business," something equivalent to the UFOC. The Introduction of the Franchise Business must be prepared according to a standard form provided by the MOIT under Circular 09. It must be submitted to the MOIT or the provincial SOIT in order to register the franchising activities, as we discuss below.

Under Decree 35, the franchisor must provide the prospective franchisee or master franchisee with the Introduction of the Franchise Business and a copy of the form of the franchise agreement at least 15 working days prior to the execution of a franchise agreement.

Besides the initial disclosure requirement required in the Introduction of the Franchise Business, a franchisor is required to keep its franchisees updated with all significant changes related to its franchise system. A "significant change" is defined as any change that may have an impact on the business activities of a franchisee.

Registration requirement

A franchisor, whether from abroad or from Vietnam, only needs to register its franchising business once before it starts to sell its franchises. If either the franchisor or the franchisee is offshore, registration must be filed with the MOIT. If both parties are in Vietnam, registration must be filed with the local provincial SOIT.

The registration dossier must include:

- Registration form of the franchise activity, made on a standard form provided in Circular 09;
- Introduction of the Franchise Business;
- Certified copy of the franchisor's business registration; and
- Certified copy of patents and certificates of intellectual property rights of the prospective franchisor, if any.

If any of the above documents are in a foreign language, a certified translation is required. In addition, if the applicant is a master franchisee/sub-franchisor, it must present a document issued by the master/primary franchisor permitting it to sub-franchise the business. The MOIT and the SOIT have discretion to determine whether the documentation submitted for registration of the franchising activity meets disclosure requirements. They may require changes or additional information in the Introduction of the Franchise Business.

The regulatory time frame for the MOIT or the SOIT to register the franchising activity is five working days from the date on which a complete dossier is submitted by the franchisor.

A franchisor and a franchisee may freely negotiate terms and conditions of a franchise agreement. Decree 35 gives some suggested terms and conditions which can be used for reference, but it is not compulsory to include them in a franchise agreement.

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



The franchising agreement itself need not be included in the registration dossier, except if necessary to register the licensing of intellectual property rights that are associated with a franchised business and that fall within the regulations on intellectual property. Licensing regulations in the Law on Intellectual Property are rather flexible on what is required to conclude and register such an agreement. An agreement to license the right to use an intellectual property asset, for example a trademark licensing agreement ("TLA"), need not be registered with any authority in order to be effective. The parties to such a licensing agreement, however, are free to register it with the National Office of Intellectual Property ("NOIP"), as registration will protect the asset from a third party's claim. The registration procedures are rather simple.

Decree 35 does not contain a requirement to register the transfer of technology that may accompany a franchise. In the context of a franchise, technology could mean business secrets and know-how if they form part of the franchised business.

According to the Law on Technology Transfer, transfer of technology occurs only through a written agreement. A technology transfer agreement ("TTA") need not be registered. The Law on Technology Transfer, however, suggests that parties to such an agreement should register it with authorities to enjoy benefits in accordance with this Law and other related regulations. Even if it is not registered, however, a TTA is effective between its parties, as well as in relation to any third party. The law sets out areas in which transfer of technology is restricted. In those cases, a certificate issued by the Ministry of Science and Technology ("MOST") is required for the TTA to be effective. There is no legal limit on the term of a TTA. Parties to the TTA are free to agree on its term. They are also free to agree on the effective moment of the TTA.

According to the Law on Technology Transfer, transfer of technology must not harm national interests, human health, national cultural values, the environment, or natural resources, and must comply with international agreements of which Vietnam is a member.

Duration

Neither the Commercial Law nor Decree 35 imposes any maximum duration for a franchise agreement. There are some limitations on the term of a trademark license in the context of a franchise agreement. A trademark registration, for example, is valid for ten years. However, this rarely poses any problems, as the trademark license can be renewed for an indefinite number of 10-year terms. A TLA may continue for the period of protection of each of the licensed trademarks and may simply be renewed when the trademark registration is renewed. Parties to a TTA are free to agree on its term, and may agree on the moment at which the TTA becomes effective.

Language

Decree 35 requires all franchise agreements to be made in the Vietnamese language. The MOIT has explained that this requirement has been included because many local franchisees are small- and medium-size entrepreneurs who are not familiar with a foreign language. A franchising agreement made in Vietnamese is intended to ensure that a local franchisee thoroughly understands and properly performs the agreement, and to avoid disputes due to misinterpretation.

This language restriction, however, does not apply to a franchise agreement under which a Vietnamese franchisor grants a franchise in a foreign country. For that same reason, and because it must be registered with the MOIT and SOIT, the Introduction of the Franchise Business can be made in English, but it must be translated into Vietnamese and the Vietnamese translation must be certified.

Source: Russin & Vecchi's lawyers

Fundamentals of Franchise Management (FFM)- 28th Intake

Fundamentals of Franchise Management (FFM) is the first foundation course on franchising by Franchising and Licensing Association (FLA) Singapore. FFM will introduce participants to multidisciplinary areas involved in the franchising practice. Using lectures, case studies and assignments, FFM will provide participants the necessary theories, background information and practical learning experiences for their executive responsibilities.

FT Consulting, together with Franchising and Licensing Association (FLA Singapore), will conduct the course. It was held on 6th & 7th November last year at 10 Anson Road, International Plaza, #13-13, Singapore 079903.

Topics covered the key areas of:

- Understanding the Franchise Business
- Franchise Manuals and Marketing
- Legal and Commercial Framework of Franchising
- Financial Considerations in Franchising



Conducted by experienced lecturers, consultants and business practitioners, the FFM course was an engaging and interactive time for the participants. Using case studies and real world examples, together with active participation and discussions, the course proved to be time and money well spent for the participants.

To find out more details about the next run of the FFM course, check out the FLA Singapore website www.flasingapore.org or contact Glendon at glendon@flasingapore.org

Franchise News

Round Table Pizza

- Round Table Pizza, an American pizza restaurant icon known for gourmet
- quality and fresh innovation, became the second American restaurant chain opened in Mongolia- Source Franchise Asia



Ascott:

- Serviced residence operator Ascott has secured its first franchise agreements in Vientiane, Laos, and Bali, Indonesia.
- It will operate a serviced residence in Vientiane, which will be rebranded
- as a 116-unit Somerset Vientiane, in the fourth quarter of this year, as
- well as the 194-unit Citadines Kuta Beach Bali that is scheduled to open in
- August this year, according to the company's statement.



Franchised brands in Singapore shopping malls

- On average, 22% of Singapore's shopping mall tenants are Franchised brands.

(Source: FLA Singapore, Retail Franchise Market Report, to be published by end of August 2014)



FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



FLA Interviews

On a regular basis, FLA brings you close and personal with its members and their business. Their story can encourage you, stimulate you and of course provide valuable real-life tips about the best way to grow your own business. This month, FLA features two organizations that dedicated time and energy in developing the Association. Today, FLA let them talk about them...



autosaver
Service By The Book. Follow Your Owner's Manual

Autosaver's Journey to Success in Malaysia

by FLA Interns Julaiha and Tiffany Wijaya

Autosaver, a local brand established in 2002, is the first auto maintenance company in Singapore to offer multiple franchise programs locally and internationally. With the objective of building a loyal customer base, the company ensures that it provides quality auto care services. It prides itself with standardized services and using genuine parts only. Currently with 4 local outlets, the company has overseas franchised outlets in the Southeast Asia region. **AutoSaver** has been successful in establishing its franchised programs in countries like Thailand, Indonesia and Malaysia. However, its expansion process in Malaysia was not a smooth one. Mr. Bobby Ong, the Managing Director of **Autosaver**, shared with us the challenges encountered by the company in implementing the franchise program there before achieving success 4 years later.

FLA: Mr. Ong, what can you tell us about your Malaysia Auto Repair Scene and your experience?

Bobby Ong: "The Malaysia's automotive market is "messy". There were many issues that **Autosaver** faced in this neighbouring country but the most challenging one involved consumer behaviour. The consumers' mindsets regarding automotive repair is different: car-owners rely on DIY road-side auto shops, not putting much investment in genuine parts or higher quality service. This makes **Autosaver's** price less competitive compared to the more casual repairs centres. Furthermore, automobile owners are not keen on spending more money to use only genuine parts, which were what **Autosaver** offered. "

"Another issue was that the automotive industry was loosely regulated. Therefore, consumers were able to source for their own spare parts through their social network. As a result, for four years, the sole outlet in Malaysia struggled to develop their franchise business. "

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



FLA: What was for you the turning point?

Bobby Ong: *“Well, we quickly realized that educating the customers on their needs to have higher auto repair standards and genuine parts was not enough. There was a need for more flexibility in adapting to market demands. Therefore, as part of the franchise program, we started providing specialized packages with non-genuine parts while still trying to educate its customers.”*

FLA: Could you afford the time to follow that strategy?

Bobby Ong: *“No, we really had to adapt to the local market, which is dominated by Korean brands. Hence we started offering services for Korean cars, which we were not doing in Singapore. After making these changes, Autosaver finally achieved to turn things around. This was possible only by discovering the Malaysian auto consumers’ needs and by willingly adapting to them. 6 months after 4 years of stagnation, we successfully opened 2 new outlets. By the end of 2014, **Autosaver** will be opening another outlet in Malaysia.”*

FLA: May we ask what is the greatest lesson from that trying period?

Bobby Ong: *“People matter. I cannot stress it enough. A business’ livelihood depends on the people’s demands and how good a business can cater to that. If customers are used to DIY road-side repairs with cheap price, it takes more than just educating the customers that they need genuine parts, because so far they were fine without it. Impacting people with your products and services take time and sacrifice, but it is proven possible.”*

FLA: From a franchise management point of view, what did really matter?

Bobby Ong: *“From an internal aspect, I would say that person managing the franchise is critical. His/her understanding of the market and the willingness to explore and adapt can determine a franchise’s success. I am very happy that met the right person there: someone with experience in auto maintenance industry in Malaysia who was able to lead Malaysia’s **Autosaver** in embracing the market. Finding the right franchisees and knowing customers’ wants, needs, and culture are really important. Really, “people matter.”*

FLA: what are the plans for the next 5 Years

Bobby Ong: *“We are investing heavily on Autosaver’s workshop management system. In 5 years time, Autosaver will have more technology within its workshops, with computerized systems to increase productivity and transparency. This way, all systems can be standardized. Our aims for Autosaver to be the 1st in ASEAN to have this sophisticated system standard.”*

FLA would like to thank Bobby Ong for his time serving as FLA’s Secretary and thank Autosaver for generously allowing Mr. Ong to take some of his precious time to serve the industry. More in Autosaver at www.autosaver.com.sg



FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



Interview
with Yusarn
Audrey

Yusarn Audrey- Igniting Possibilities

By Jean Jacques Lavigne and Julaiha (FLA Intern)

About Yusarn Audrey

Yusarn Audrey was started by two lawyers, Mr Chiew Yu Sarn and Ms Audrey Yap in 1999. In its early years, the firm provided legal services for entrepreneurs in their start-ups, developing a strong practice in a mostly untapped niche: Intellectual Property. Over time, they developed a specialisation in their niche by offering the strategic management of intellectual property assets. However just like any other start-up and many of their dotcom clients at the time, Yusarn Audrey had its fair share of setbacks too



Left to right: Chiew Yu Sarn, Audrey Yap

Challenges

One of the very first challenges that the firm encountered, according to Yu Sarn, was the establishment of the brand name. In the initial years, as a startup themselves, both Yu Sarn and Audrey had to convince their clients that they can add value to their organisations through their legal service. This was not easy, because very few companies in Singapore understood the value of IP, and Yu Sarn and Audrey had to educate their clients, one company at a time. Nevertheless, they did not give up and continued to focus on what they knew best: Intellectual Property. Besides that, they also had to quickly learn how to manage the firm's finances. Renting out a small space to be their office, they strongly believed that their clients will be appreciative of their service. On this note, Audrey added that 'one of her clients who referred their business associate to the firm had to preface the introduction with a warning not to be deceived by appearances.

Transition

'The necessity of going through the pains of early stages is true for many small companies, admitted the lawyers. Hurdles aside, for the partners the quality of work spoke for itself'. Gradually one by one, their clients started to see their organisations benefit from the strategic IP advice and legal services of the firm. Through word of mouth, Yusarn Audrey gained recognition from other corporate clients. In this way, step by step, the lawyer entrepreneurs established their brand name. According to Yu Sarn, it takes time for their clients to see results, but once they realized that quality service has been provided, clients want to become long term partners and jokingly he added that these clients did not want to share what they "discovered". Therefore, delivering quality service is the foundation for creating a loyal customer base.

Success

15 years since their establishment, Yusarn Audrey has grown to a team of more than 40 people. More importantly, the firm has earned a reputation as what the founders envisioned Yusarn Audrey to be: Intellectual Property Strategists. Unlike other legal firms, Yusarn Audrey not only assists with the legal process for their clients, but also assists in developing and implementing the strategy and guides their clients on how to protect and capitalise on their intellectual property. Audrey shared many stories of how their clients have succeeded against larger competitors through the strategic use of IP. The firm takes a similar strategic approach in dealing with different forms of intellectual property such as patents, trademarks, copyrights, and also how they are commercialised through licences and franchises, among other things. Also, it customizes its approach based on industry. For instance, the needs of a company that develops technology related products may be different from companies in the F&B or Education industries. Often, the needs of a company may require a combination of approaches, and this is where the firm excels in helping clients in their strategic decision-making process.

Importance of IP

It was emphasized that regardless of size or status, it was crucial for an entity to have its own IP. The key benefits from firms having their own trademark or patents include the protection of their brand in the market. With a well-known brand, a firm can find different ways to commercialise it, thus making it a source of revenue. However, without ownership of IP covering key aspects of its brand and other valuable intellectual assets, a firm may incur a higher risk of its ideas and innovations being stolen, thus losing its opportunities for growth and expansion. Audrey stressed that IP is extremely vital for franchise brands. This is because in franchising, growth is based on the ability of the franchisor to leverage its brand, know-how and other key intellectual assets. Without strong IP protection, franchising actually exposes the franchisor to the risk of educating competitors – their franchisees.

It was highlighted that one of the biggest misconceptions of IP is the tendency for business owners to think that IP is only for enforcement, which is not true. In reality, despite the headlines about billion-dollar IP litigation, there is far more business in commercialising IP through business partnerships and transactions.

The Intellectual Property Office of Singapore (IPOS) contributes to the local IP scene by organising events and shows such as the IP week@SG which helps to inform and educate business owners about the importance of IP for their respective businesses.

Achievements

Over the years, the firm has been recognised locally as well as regionally as an IP Strategist. For instance, in Philippines, Yusarn Audrey was commissioned by the European Union to develop for the IP Office of the Philippines a franchise system that enables universities, chambers of commerce and non-profit foundations operate of a nationwide network of Innovation and Technology Support Offices (ITSO).

Conclusion

From humble beginnings to its present success, Yusarn Audrey would not have been possible without the partners' perseverance and sticking to their vision of building a firm of IP Strategists. They strongly believe that IP is really one area where lawyers can really create value for their clients. It is through well protected ideas and innovations that sustainable business models have been developed. This in turn contributes to an economy and society that value ideas and innovation.. The brand of any company plays a vital role. A brand is about relationship, connection and communication. Yu Sarn and Audrey have been doing exactly that by initiating a long term relationship with their clients, connecting with their needs and communicating strategic solutions to them. Confident in their brand, Yusarn Audrey continues to ignite possibilities.

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



FLA Members Corner

New Headquarters for PastaMania!

By the end of 2015, PastaMania aims to shift its production activities to a \$70 Million building located in Buroh Lane which will house future production activities. The building will be equipped with a storage and retrieval system, a research laboratory, training centres and machinery for production. By integrating the value chain based activities, the food group believes that it would help them deal with the rising cost of production.

Sophie Bakery launches 3 new coffees

Sophie Bakery has launched its range of artisan single origin coffees from Brazil, Ethiopia and Sumatra, ranging from mild to strong. The beans are ground in-store and packed in 250g bags, each bag sells for \$18.90.

Look out for the promotions on these new coffees that have just been launched by Sophie Bakery. A little known fact is that Sophie Bakery also delivers its bread within 1km of its shops locations. With a minimum order of \$20, you can have fresh bread at your door.



News

FLA's new office location !

FLA moved into its new office on the 18th of August. The new location is at **50 Market Street, #10-07, Golden Shoe Carpark, Raffles Place**. With regards to the relocation, FLA will be throwing an opening drink on 27th of August. All FLA members are cordially invited to attend the drink from 5.30pm to 7.00pm.

RSVP by 18th August to judy@flasingapore.org

A*STAR's Technology Adoption programme (TAP)

Launched in July 2013, TAP helps to improve the productivity of small and medium enterprises through the use of technology. One of the main benefits of TAP includes sourcing for and matching companies with the relevant technology solutions or technology providers.

For further details, contact : malcolm_chua@a-star.com

Paris baguette

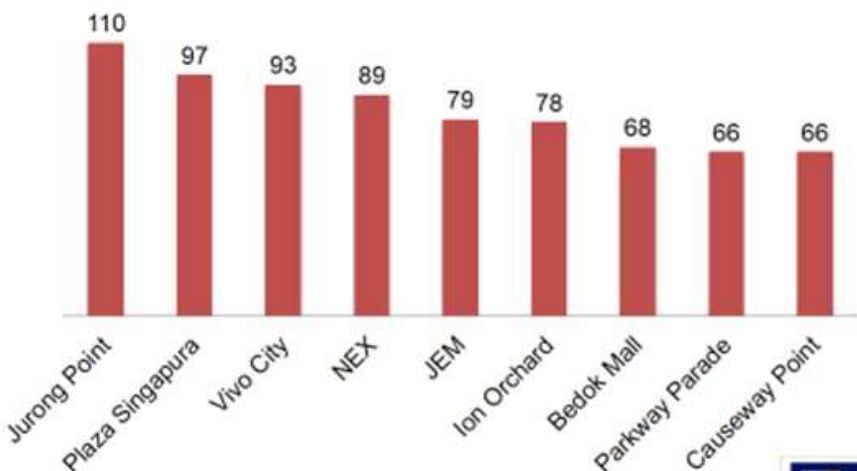
Paris Baguette, a South Korean chain, opened its first new outlet in Paris. Currently, it operates 3250 outlets in its home country and has outlets in China, the US, Singapore and Vietnam. Ambitious in its expansion, the company aims to extend its chain in 60 countries over the next 6 years.

Capital building- opening of Japanese deli concept new

As the redevelopment of the iconic Capitol Theatre is drawing to its end, excitement is building up. The Breadtalk Group will be opening there a high-end foodcourt and will be introducing a new Japanese cuisine concept.

Did you know that (source: FLA, August 2014)

Malls with most franchise outlets



A Study of Singapore's Franchising Scene . FLA Copyright 2014



FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: AUGUST 2014



FLA WELCOMES
NEW MEMBERS
OF AUGUST
2014!!



Triumph is the only European brand that produces lingerie specifically designed and tailored to suit Asian women. And because we understand Asian women's body shape better than any other European labels, it is not surprising that we are the undisputed market leader in the world.

Contact: Stephanie Guee
Email: Stephanie.guee@triumph.com



MUSHA
EQUITY

Musha Equity is a Singapore business advisory firm specializing in the franchising and licensing.

Contact: Joshau Fu
Email: joshuafu@mushaequity.com



Munch Saladsmith, a purveyor healthy food, has been the top of the mind recall for the people in the CBD area of Singapore where we started 8 years ago. Seeing the increasing demand for our food products, we decided to work on the franchise model.

Contact: Justin Leow
Email: justin@munch.sg
Tel: +65 6233 5197

Calendar of Events

Date	Event
29th Aug	CEO Luncheon:
1st Sept	Members' In-House Survey Collection
12th-14th Sept	REED Indonesia Franchise Show (IMAP)
19th-21st Sept	Shanghai Franchise Show
26th-29th Sept	Taipei Franchise Show (IMAP)
16th Oct	FLAsia Awards
16th-18th Oct	FLAsia Show
17th Oct	Cocktail Session (Taste of International Franchise)
17th-18th Oct	FLAsia Conference & Workshop
6th-7th Nov	Fundamentals of Franchise Management (FFM) 28th Intake
28th Nov	Best Practice Series & Cocktail Session, Franchise Branding Overseas