



**Franchising and Licensing
Association (Singapore)**

163 Tras Street, #09-04
Lian Huat Building, Singapore 079024
Tel : (65) 6333 0292
Fax : (65) 6333 0962
Email : info@flasingapore.org
Website : <http://www.flasingapore.org>

**For Immediate Release!
FLA Awards 2014
July 9th 2014**

FLA Awards 2014 is Here Again!

Inviting All Franchisors and Licensors to Showcase Their Talents!

Singapore- The Franchising and Licensing Association of Singapore Annual Awards 2014 --The Franchising & Licensing Association of Singapore (FLA) is proud to announce that FLA Awards 2014 which will be held October 18th at the Marina Bay Sands Convention Hall. The yearly awards strongly acknowledge the efforts of the Franchises and Licensors who operate in the local and regional industry of franchising and licensing.

In her annual Chairman's message, Karen Eidsvik highlighted that, each year since 2005, The Franchising and Licensing Association Singapore takes this precious opportunity to honor franchise and license systems, products, companies, and promotions from Singapore and the region that demonstrated superior performance. She further emphasized that the 2014 FLA Awards represents the cutting-edge innovation and dynamic creativity that positively impacted the marketplace during the calendar year 2014.

New Awards

In conjunction with its 21st Anniversary, FLA is pleased to announce two brand new award categories, the Licensor of the year award and the most promising Licensor of the year award, which gives special recognition to unique and outstanding licensing practices of the respective Licensors.

- The Licensor of the Year Award will be presented to a local licensor that excelled locally as well as internationally with a brand/system/technology/etc. of Singapore origin that have not only being successfully recognized by the locals but also overseas.
- The most promising Licensor Award will be given to the individual/business entity with new ideas and products that are either licensable or newly licensed. This is a category that entrepreneurs ought to look out for, given the maturing entrepreneur landscape in Singapore.

For 2014, FLA is making some significant changes:

- Each award category is to have at least 5 participants;
- To facilitate enrolment of participants, participation fees are significantly lowered;
- An award category with less than 5 entrants will be discarded for the year, unless the Awards Committee sees fit to maintain the category given the high quality of the entrants.

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- The FLA Awards Committee reserves the right to scrap an award if the entrants' quality is judged too low.
- Post-Awards, each entrant will benefit from a debrief session with a representative panel of the Judges, which will help the entrants improve some of their practices.
- To encourage a non-winning entrant to participate again the following year, a discount is granted to any company competing twice in a row.
- And finally, to keep the spirit of an award ceremony alive and exciting, the winning entries will only be disclosed during the Award Dinner, not the day before as we used to in the past for communication purpose

Main Event

To all Franchisors and Licensors, there could not be a more perfect opportunity to showcase your business ideas and products, so sign up now for the prestigious awards event which will be held in October. Anyone interested in getting involved as a sponsor, member of the press or a volunteer, kindly contact Glendon Cheok for more details and updates regarding the awards, please visit FLA's official website at www.flasingapore.com, or directly contact our office at the address below.

Franchising and Licensing Association (Singapore) (FLA), started as Singapore's national franchise body, is one of the founding members of the World Franchise Council. FLA, besides promoting Singapore as a franchise hub, FLA assists its members in growing their network, their international presence, knowledge and expertise and of course credentials through compliance to FLA's code of ethics that participate to self-regulate the industry but also workshops, tradeshow, training programs and networking sessions among others. Members include companies such as Subway, Ya Kun, Casa Italia (ex-Gelateria), Snap Print, My Gym, Just Education, Kindergolf, Autosaver and many more.

**For more information, please contact:
Glendon Cheok**

Franchising and Licensing Association (Singapore)
163 Tras Street
#09-04 Lian Huat Building (Behind Amara Hotel 100AM Shopping Centre)
Singapore 079024
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Fax : (65) 6333-0962
Email : glendon@flasingapore.org

Attachment: list of past FLA Awards winners

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