



# FLA (SINGAPORE) MEMBERSHIP FORM

√ Please tick the right option

## SECTION A: MEMBERSHIP CATEGORY

Ordinary Membership (S\$1,000)    Associate Membership (S\$1,000)    Franchisee / Licensee (S\$500)

Do you have more than 3 franchised outlets / licensees?    Yes    No

*Companies with 3 or less franchised outlets / licensees are eligible for start-up promotion (S\$500).*

## SECTION B: COMPANY INFORMATION

Company Name:

Company Address:

Billing Company Name and Address:

*(if different from above)*

Office Telephone Number: (   ) (   ) (   )   Fax: (   ) (   ) (   )  
Country Code   Area Code   Country Code   Area Code

Business Registration Number:

Year of Incorporation:   Country of Incorporation:

Industry:    Beauty & Wellness    Food & Beverage    Sports & Fitness  
 Education    Retail    Others: \_\_\_\_\_

Are you a:    Franchisor    Licensor    Service Provider  
 Franchisee    Licensee    Prospective Franchisor / Licensor  
 Master Franchisee    Head Licensee

Number of years in franchising / licensing:

Franchised Brands (maximum 3):

Brief Description of your Business:

## SECTION C: CONTACT DETAILS

Name of CEO or equivalent:   Designation:

Main Liaison Person with FLA:

Designation:   Email:  
 Telephone: (   ) (   ) (   )   Mobile: (   ) (   ) (   )  
Country Code   Area Code   Country Code   Area Code

Alternative Liaison Person with FLA:

Designation:   Email:  
 Telephone: (   ) (   ) (   )   Mobile: (   ) (   ) (   )  
Country Code   Area Code   Country Code   Area Code

## SECTION D: OUTLETS INFORMATION

	Past Year		Current Year		Target in 3 Years	
	Local	International	Local	International	Local	International
Self-Owned Outlets						
Franchised Outlets						
Number of Franchisees						



FLA is a member of  
 Asia Pacific Franchise  
 Association

# FLA TOOLS AVAILABLE FOR MEMBERS



## TRADE MISSIONS

Each year, FLA conducts trade missions to several countries to facilitate business matching and networking sessions under the International Marketing Activities Programme (IMAP) and Deal Hunter Programme. Local companies are eligible for grants covering up to 50-70% of the eligible costs incurred. Talk to us for more details!



## FLASIA SHOW

Through FLAsia, its own yearly show and conference, FLA has generated thousands of business opportunities for its members in recent years.

With its high-quality line up of conference speakers, exciting and contemporary brands and systems originating from countries such as the USA, Taiwan and Japan exhibiting innovative products and services, networking sessions and round-table discussions, one can be assured that FLAsia Show delivers abundance of opportunities to engage, get involved and develop one's business.

[www.FranchiseLicenseAsia.com](http://www.FranchiseLicenseAsia.com)

## FLA AWARDS

Established in 2005, the yearly FLA Awards has grown to become one of the industry's most coveted and respected award in Singapore and the region. The Awards comprise of different categories that recognise and honour the various stakeholders in the franchise and license industry - Franchisors, Licensors and Franchisees.

Over 200 brands have benefited from the FLA Awards since its inception and past winners include Pastamania, 7-Eleven, Spinelli Coffee and Brotzeit to name a few.

[www.FLAAwards.com](http://www.FLAAwards.com)



## KNOWLEDGE AND TRAINING

On a regular basis, FLA organises workshops, seminars and networking sessions to equip its members with valuable information and contacts. The Fundamentals of Franchise Management (FFM) is FLA's flagship 2-day workshop to guide businesses in their franchising needs along with local and international expansion.

Other workshops cover topics such as branding, country-specific IP and franchise laws, commercial taxation systems, business growth management, franchisor-franchisee relationship management et cetera.

Visit FLA website at [www.flasingapore.org](http://www.flasingapore.org) to stay updated with the upcoming events! Alternatively, please contact us at [info@flasingapore.org](mailto:info@flasingapore.org).



Franchising and Licensing  
 Association (Singapore)

## Transforming Sectors and Industries Towards Internationalisation Through Franchising and Licensing





## ABOUT FLA (SINGAPORE)

Franchising and Licensing Association (FLA Singapore) was established in 1993 as Singapore's national franchising and licensing body with the mission to nurture and develop Singapore's franchising and licensing industry.

FLA strives towards turning Singapore-based companies into successful enterprises both locally and internationally through franchising and licensing. In return, it also strengthens Singapore's position as a leading hub for franchise development and excellence through entrepreneurship and internationalisation. Singapore is now the operating center for many global franchising and licensing brands. With the efforts of FLA and other partners, Singapore will keep growing as a brand, franchising and licensing programs hub.

FLA is a creative and dynamic trade association, funded by its members and the proceeds of the services it renders to them.

### FLA OBJECTIVES

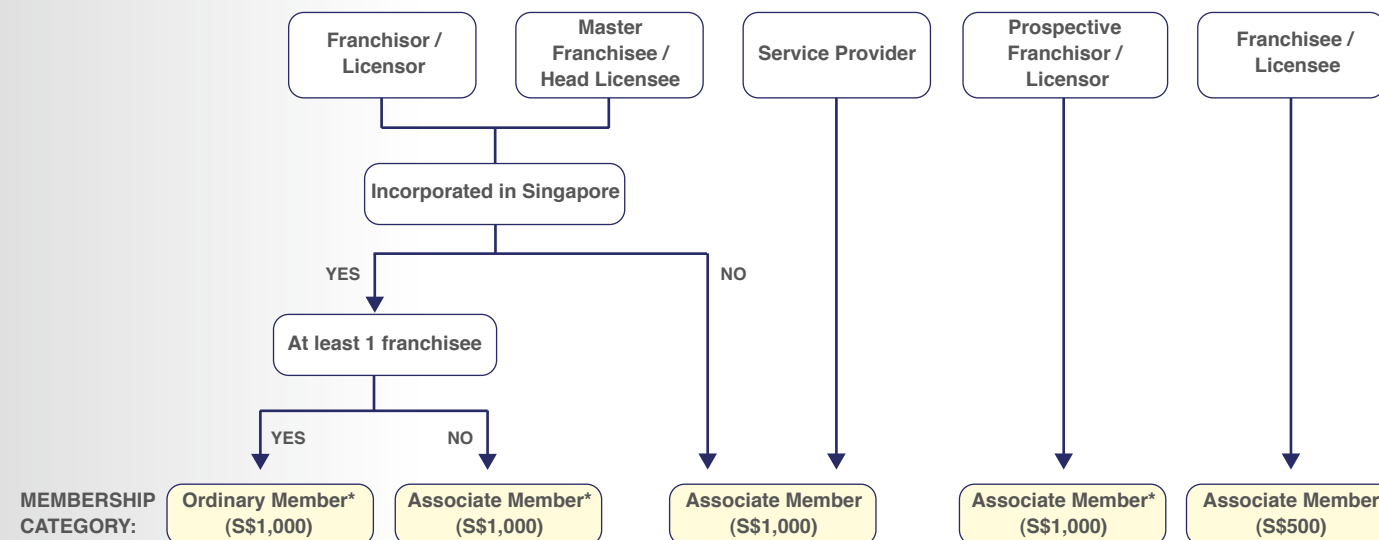
- To create international opportunities for Singapore-based companies and provide the right support for their international development
- Boost Singapore franchisors' and licensors' brand development and recognition
- Improve the marketing abilities of Singapore franchisors and licensors
- Contribute further to Singapore's status as a franchising and licensing hub



## 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 130 members and growing
- Over 15 dedicated committee members and advisors
- Full-time Secretariat staff

## MEMBERSHIP CATEGORIES



\*Local companies with 3 or less Franchised Outlets / Licensees are eligible for start-up promotion (S\$500)

Member Benefits	Ordinary	Associate
Usage of FLA Member logo on marketing collaterals	√	√
Company and brand listing on FLA's online directory	√	√
Asia Franchise Business Opportunities magazine copies (once every 2 months)	√	√
1 complimentary seat at annual Awards Presentation Ceremony	√	√
Discounted rate on FLA advertising platforms	√	√
Lower admin fee for participation in trade fairs and missions	√	√
Discounted rates to seminars, workshops and networking events organised by FLA and its partners	√	√
Invitation to FLA Member exclusive events	√	√
Voting rights on any matter submitted for a vote	√	
Hold office in FLA	√	



√ Please tick the right option

### SECTION E: OBJECTIVE

By joining FLA, I want to achieve the following:

- Learn more about franchising / licensing
  Looking for franchisees / licensees  
 Increase brand exposure locally / overseas
  Expand business network  
 Others: \_\_\_\_\_

### SECTION F: DECLARATION

We understand that acceptance of our application for membership is at the sole discretion of FLA Executive Committee. We hereby declare that the above information provided is true and we agree to fully support the rules of conduct, objectives and activities of FLA (Singapore). We have read FLA Code of Ethics on the website and are committed to abide by it.

Signature & Date

Company Stamp

Name

Designation

### IMPORTANT NOTES

1. The annual subscription is based on calendar year and the fee payable in the year in which a member first joins will be pro-rated on a quarterly basis (except for any promotional packages).
2. The following documents are required to be enclosed for membership applications:
  - Bizfile Form / Registrar of Companies (Form 24 or Form 49)
  - Franchise / License Information Brochure
3. The Executive Committee will decide on the application for membership, and have sole discretion in accepting or rejecting an application for membership.
4. The membership vest in the member and not the representative.
5. Please complete and send this form to FLA together with the necessary documents.  
Franchising and Licensing Association (Singapore)  
50 Market Street #10-07, Singapore 048940  
Email: members@flasingapore.org  
Fax: (65) 6333 0962
6. Cheques are to be crossed and made payable to FLA (Singapore) and mailed to the address above.
7. Kindly note that membership is automatically renewed for the subsequent year. Please inform FLA if you would like to terminate your membership and request for an opt-out form. Only completed and returned opt-out forms will be accepted for membership termination by FLA.