

FLA SINGAPORE ONLINE NEWSLETTER



ISSUE: JANUARY 2015



UPCOMING EVENTS

29th January 2015
**5th Exco Meeting &
FLA Members Party**
The Penny Black, 27 Boat Quay
6pm-9pm

Fees:

Member: \$25. Non-Member: \$50

Bring 2 guests or more: one bottle of wine as a gift!

RSVP: Glendon@flasingapore.org

4th-6th: Japan Franchise Show 2015.

More information:

Glendon@flasingapore.org



Dear FLA Members and Friends,

Welcome to the new year. We still have some way to go before it ends. This is another cycle indeed. We do not have so many of them. Let's make this one really work and make a difference in your business and in what your business is supposed to bring you: peace and stability.

In this month's newsletter you will be able to find our calendar of events for the year, a coverage of the Bird & Bird seminar of Franchising in China, Malaysia and Indonesia and of Hong Kong Licensing Show.

We sincerely invite you to participate to as many of them as possible. Such events harbors in new ideas, foster new acquaintances, brings in new experiences that one cannot feel from their usual routine and always re-motives you. And as you will soon discover, it also earns ... points!

Some say 2015 will be tough. Like if any other year earlier on was easy! But does it really matter? Do what you like, grow the business, pay your PUB bills, have fun. Having fun is precisely what we plan to have at our members party January 29th. Please remember to rsvp and join us for a relaxing time. Time is running short!

All the best,

Jean-Jacques Lavigne, Executive Director of FLA

jjlavigne@flasingapore.org

News

New FLA website is now running!

The new FLA website is now live! A more modern design has been adopted, with less complicated and difficult to be maintained features. Key improvement is the fact that the website is totally CMS driven and thus much easier to update internally. We also reconfigured the Directory whereby viewers can not only check the directory of FLA members' company names, but also by the brands that they are franchising or licensing.

Want to check out more?

Visit www.flasingapore.org now!

Your feedback would be highly appreciated!

Fair Tenancy Agreement launched to promote sound practices in rental market

The framework sets down key reference points to help tenants and landlords work out rental agreements under three initiatives Besides that framework, MTI (Singapore Ministry of Trade & Industry) announced January 21st the launch of a new method to provide more comprehensive market data for retail, office and industrial space. Read more www.flasingapore.org

FLA 2015 Executive Committee

CHAIRMAN

- Ms Karen Eidsvick (Subway Systems Singapore Pte Ltd)

VICE CHAIRMAN

- Ms Donna Lee (KinderGolf Pte Ltd)

HONORARY SECRETARY

- Mr Bobby Ong (AutoSaver Pte Ltd)

HONORARY TREASURER

- Mr Li Dong (7-Eleven)

COMMITTEE MEMBERS

- Mr Christopher Gay (Andersen's of Denmark (Asia) Pte Ltd)
- Mr Albert Kong (Asiawide Franchise Consultants Pte Ltd)
- Mr John Ong (FT Consulting Pte Ltd)
- Mr Low Cheong Kee (Home-Fix D.I.Y. Pte Ltd)
- Mr Alex Butt (Signarama Asia Pte Ltd)
- Mr Andrew Tjioe (Tung Lok Millennium Pte Ltd)

ADVISORS

- Mr Sam Tan (Ministry of Foreign Affairs)
- Mr Alfred Wong (Noel Gifts International Ltd)
- Mr Robert Leong (Kinderland Educare Services Pte Ltd)
- Mr Dharendra Shantilal (Kelly Services (S) Pte Ltd)
- Mr Ron Sim (OSIM International Ltd)
- Mr Benjamin Eng (PT Hero Supermarket Tbk)
- Dr T. Chandroo (Modern Montessori International)

LEGAL ADVISOR

- Ms Yew Woon Chooi (Rodyk & Davidson LLP)

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Fresh FLA 2014 Survey Report is on sale!



In order to offer FLA members, the government sector and investors a more comprehensive understanding on the franchise industry in Singapore, FLA has launched a few months ago, a nation-wide study retail survey (building up a massive database with over 17,000 retail outlets) covering 100 shopping malls, all the existing MRT/LRT stations and Bus interchanges in Singapore. The sample population excludes the stores that scatter across streets, residential areas, hospitals, hotels, office buildings, etc. Then FLA filtered out the franchise brands and produced analytic summaries that are condensed in that neat little survey report.

**\$85 for non-members.
Free for all 2015 members.**

Contact 6333 0292 to receive your free digital copy or to order one.

Reflection from Hong Kong Licensing Show (Jan. 12th-14th 2015) Why we need to strike back!

By Jean-Jacques Lavigne (Executive Director of FLA)



FLA at the HK Licensing Show with Suave Lapin's team, potential 2015 FLAsia exhibitors.

FLA stands for "**Franchising & Licensing** Association". If on the Franchising side, FLA has been developing and representing the industry fairly well, the Licensing aspect of our Association has not been fully developed yet. A recent visit of the Hong Kong Licensing Show me a case in point. Singapore lacks what Hong Kong has: China factories in its backyard. The lack of access to low-cost manufacturing resources put a dent on tentative Singapore's ambition of being an heavy weight in apparels, toys etc. manufacturing. Plans to change that by developing industrial zones in our backyard (*say Johor, Batam even Bintan with the Bintan Industrial Estate as a good example*) hit some serious road bumps.

Worst still, absence of local brands in these domain highly restricted licensing opportunities. Apparently, Singapore was just too far to capitalize on China turning out to the factory of the world. About 90% of the world was about to do. But not really Singapore. For whatever reason, there is a feeling that we missed the boat in such industries. As a result, in the Hong Kong Toys, Games, Stationery, Licensing Shows held in Hong Kong from January 12th to 14th, there were as many as ... zero Singapore companies exhibiting there.

Absolutely fortuity, I bumped into an old friend I have not seen since starting work over two decades ago in Japan. She was still working for the same company (a leading French hypermarket chain) but is now the buyer for its Games & Toys department. Assisted by her team, the Hong Kong show is one the two shows where she does her "shopping". This time around, she was of course preparing for 2015 Christmas with a whooping euro 20M-30M buying budget. This is only one company. And there were many more roaming the alleys. And that was with sadness that I wondered over how much of all that business would eventually trickle down to Singapore companies. I guessed not that much will, given our absence.

This has to end.

We are going to take stock of what we have here that is marketable. And we are going to market it. And we are going to license it. And we are going to develop brands that the world recognizes and loves. May the Singapore creative juice ooze out!

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Sureclean Pte Ltd is a leading supplier of hygiene and disinfection technology, including cleaning, sanitizing, food safety, infection control products and services to industries in Singapore & the SEA region. As a leading supplier to the childcare industry, the company supplies to the hospitality and restaurant industries.



Contact: Alvin Tan
Email: sales@sureclean.com.sg
Website: www.sureclean.com.sg

FLA
WELCOMES
NEW
MEMBERS
OF JANUARY
2015 !!

“**Blue Bali** is the feeling that captures people's imagination!”

It is a Balinese garden that invites guests to relax and commune with nature, Balinese Joglos', Lesehans are just a few of the comforts that provide a romantic atmosphere, a feeling of privacy and exclusivity. The plants create natural screens, the water a background of calmness. So nature sets the stage for people of all walks of life to harness their creativity, sharing ideas and experiences, a meeting of minds, inspiring youth and entrepreneurs, true living and learning to relax and using our God-given senses to appreciate each day and every moment to the maximum! The secret of Blue Bali is nature in the midst of an urban business environment.



Contact: Robin Greatbatch
Email: robin@bluebali.sg
Website: www.bluebali.sg

American Dairy Queen Corporation is a subsidiary of Berkshire Hathaway, Inc. DQ® operators have been providing consumers with crave-satisfying treats and food since 1940. The Singapore regional headquarter, led by Dave Acton, a veteran in F&B development and Franchise management, oversees the entire brand portfolio in the region, including DQTexas and Orange Julius.

Contact: Dave Acton
Email: dave.acton@idq.com
Website: www.idq.com



Market Data & Trends: Japan

Japan Franchise Industry Engines of growth include:

Retail: convenience stores, drugstores, reuse business. home-meal replacement especially hot bento boxes.

Restaurants: Services: education services with tutoring programs, elderly care services including visiting care and care at nursing facilities.

Attitude of banks to franchising:

Banks are usually reluctant to make loans to new and inexperienced entrepreneurs; however, would-be franchisees have the advantage since it might be possible to get a loan from bank if there is financial security from their franchisors.

Source: Japan Franchise Association. www.jfa-fc.or.jp.



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FLA (Singapore) – Japan Franchise Show

4th – 6th MARCH 2015

The 31st TOKYO FRANCHISE SHOW 2015

March 4 (Wed.)–6 (Fri.), 2015
Tokyo Big Sight, JAPAN

BUSINESS FOCUS

Join us in Tokyo, Japan, 4th – 6th March 2015 and stay up-to-date on the latest trends and developments in franchising! Thousands of your peers will be there... shouldn't you?

Visitor Profile

Entrepreneurs who are looking for new prospects business opportunities
Businessmen and professionals who intend to become an entrepreneur
Franchisors, master franchisees and franchisees
Franchise and license consultants
Professional management consultants

FLA WELCOMES & ENCOURAGE YOUR PARTICIPATION ...

For more information:
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EMAIL: glendon@flasingapore.org

The Tokyo Franchise Show is the biggest franchise exhibition and earned the most respected names in food and beverage franchise in Japan.

Also on exhibit are service franchises that feature the know how that Japan is well-known for, such as the needs of aging society, including services such as hair styling, nursing care and computer classes where senior citizens gather, as well as franchises focusing on home food and product delivery.

A large number of distributors, investors, and investing institutions interested in overseas brands gather for the Tokyo franchise show from all over the place in Japan. We highly recommend you to participate the show in order to expand your business in Japan.

The Tokyo Franchise Show promises to be an outstanding opportunity for everyone interested in meeting the business challenges of the future.



Franchise Business Growth in FY2012

Source



	Brands		Units		Turnover (mil)	
		Variation		% change		% change
Total	1,286	26	245,263	102.7%	216,984	102.8%
Retail	340	8	97,133	103.8%	153,304	102.6%
Restaurants	538	9	56,773	103.6%	38,169	103.7%
Services	408	9	91,357	101.0%	25,510	102.9%

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Calendar of Events



FLA Administration	Jan 18th	Version (subject to changes)
Networking		
Tradeshows / Missions	2015 FLA CALENDAR	
Workshops		
JANUARY	12th - 14th	HK Licensing Show (Visit)
	12th	FLA Workshop – Branding (A.S Louken)
	22nd	Franchising in Indonesia and Malaysia Workshop – FLA & Two Birds
	29th	4th Executive Committee Meeting
	29th	Members Party (Penny Black, Boat Quay, 6-9pm)
FEBRUARY	11th – 12th	Jakarta Business Matching (Deal Hunter)
	26th	CEO Luncheon
MARCH	4th – 6th	Japan Franchise Show, Tokyo –IMAP
	13th	FLA 2015 AGM
	19th – 21st	Korea Franchise Show (Seoul)
	22nd – 25th	Paris Franchise Show
APRIL	9th – 10th	29th FFM
	16th	FLA Workshop – Franchise Negotiations (Scotwork Asia)
	23rd	CEO Luncheon
MAY	7th	FLA Best Practice Workshop – Regional Franchise Practices
	15th – 17th	Franchise Roadshow
	29th – 31st	IFRA Indonesia Franchise Show
JUNE	11th	FLA Workshop – GST Workshop for SME’s (GST Acedemy)
	12th – 14th	Philippines Franchise Show
	25th	CEO Luncheon
JULY	3rd – 6th	Macao Franchise Show (Visit)
	9th	30th FFM
	23rd	FLA Best Practice Workshop – Regional IP Requirements in Franchising
AUGUST	6th	CEO Luncheon
	27th – 29th	IFBO Vietnam Franchise
SEPTEMBER	3rd – 5th	Shanghai Franchise Show
	12th – 14th	Indonesia Franchise Show (REED)
	17th – 19th	Retail & Franchise Expo Bangkok, Thailand
OCTOBER	29th - 31st	FLAsia Show –IMAP
	30th – 31st	FLAsia Conference
	30th – 31st	31st FFM
NOVEMBER	24th – 26th	Abu Dhabi Food Only Franchise Show
DECEMBER	4th – 6th	Hong Kong SME Expo (Visit)
JANUARY 2016	13th – 15th	HKTDC Licensing Show
	20th - 23rd	IFA Convention and Exhibition (Visit)

To keep growing, FLA is recruiting!

Industry Development Manager (Singapore)
 20-Jan-15
 Downtown Core (Bugis, City Hall, Tanjong Pagar, Raffles Place), CBD (Central Area)

- Salary provided
- Full Time
- Middle level, 3 years experience
- Diploma
- jobsDB ref. JSG400003002340892

Job Function
 Sales / Customer Service / Business Development
 Business Development
 Sales / Customer Service / Business Development
 Other

Develop and manage FLA's CRM program.
 Develop new products for Association's members in coordination with FLA strategic partner and market such new products.
 Work with FLA team and partners on events such as the FLA Awards, FLAsia Show and implement SOPs to reach targets and objectives.
 Work closely with Executive Director and Executive Committee to expand overseas Singapore-based companies and brands in industries such as F&B, Fashion, Beauty, Education, Creative Arts to name a few.
 The Manager will also be in charge of producing external communication materials (Newsletters, Press Releases...)
 Candidates must be proficient in CRM and simple database management (FLA uses Salesforce), be comfortable in sales and business development. Candidate must also have good copy-writing skills.
 The position requires a complete candidate with sufficient work experience (at least 5 years) to be able to fully contribute almost immediately.

For more information, please do consult our recruitment ad @ JobsDB Singapore

What's hot this month! Buzzwords & Trends

- Korean Coffee
- Korean Desserts
- Korean Chicken (and BBQ) still!
- Toys & Games: Singapore companies
- Myanmar
- Indonesia
- White Sands Shopping Mall re-opens but will the resident bloggers idea be hot?

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Franchising and Licensing
Association (Singapore)

WHY IS EYE LEVEL AN EXCELLENT OPPORTUNITY FOR QUALIFIED ENTREPRENEURS?

As a franchise owner you will enjoy :

- Simple, effective systems for educating, marketing, sales and operations
- Extensive, proprietary curriculum, customized to the educational requirements of each student
- A time tested business model proven to attract and retain students
- A low overhead model with tremendous growth potential

Please call **6397.6117** or email to
sg.franchise@myeyelevel.com



Eye Level

FLA Members New Year Party

29TH JAN 2015, Wednesday
THE PENNY BLACK @ 27 Boat Quay
6pm – 9pm



**NON-MEMBERS &
FRIENDS ARE
WELCOME**

**Members - \$25
Non-Members - \$50**

DRINKS & FOOD
Standard Drinks
(6pm – 8.30pm)
Food Platter
(6.30pm – 8.30pm)

**MEMBERS PRIZE
DRAWS &
GIVEAWAYS**
Everyone attending
gets a gift

- First 20 registered members receive 1 bottle of wine
- Members who bringing 2 or more guests receive 1 bottle of wine

RSVP to glendon@flasingapore.org by 23rd Jan 2015