

Media Release
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Launch of Regional First Franchise Competency Framework for Singapore's Home-Grown Brands

September 23, 2019, Singapore In conjunction with the seminar, "Best kept secrets of the Middle East" at Novotel Singapore this morning, the Franchising and Licensing Association (FLA) Singapore launched its Franchise Competency Framework, **a regional first.**

At the international franchising landscape, franchisors and franchisees are governed by an individual code of conduct, but lack a uniform framework to strengthen franchise enterprise competency. As a consequence, franchises are of different disparate standards which subject them to vulnerable or weak operating models, at times with unscalable and weak franchise systems subject to legal disputes.

Andrew Khoo, President of FLA shared that, "With this framework under the 3-year Enterprise and Association Development (LEAD) programme, FLA and ESG will be using this to help diagnose Singapore companies to internationalise some 100 local brands overseas." A roadmap to build capabilities for SMEs to access new markets will be developed. Franchise remains as one the scalable and low cost system for SMEs to expand their international presence. Victor Tay, Independent Board Advisor at FLA explained, "The framework not only provides a franchise competence roadmap for growth but also serves as quality mark. Concurrently, it also strengthens current FLA collaboration with World Intellectual Property Organization (WIPO) to provide a mediation platform based on the framework to help resolve disputes."

The event was attended by FLA Singapore's members and companies keen to explore franchise as a means of growing their businesses and taking their brands to the regional and international markets. The seminar also appealed to individuals who wanted to explore or start a business through franchising.

FLA Singapore, in collaboration with Enterprise Singapore (ESG), developed the Franchise Competency Framework to help internationalise Singapore brands overseas. The Franchise Competency Framework will pave the way to transform sectors and industries and prepare them for internationalisation through franchising and licensing strategy.

This morning's seminar supported by ESG, the Abu Dhabi Chamber of Commerce in Singapore and the UAE Singapore Business Council was graced by the presence of **Guest-of-Honour, His Excellency, Mohamed Omar A. Balfaqeeh, United Arab Emirates ambassador to Singapore.**

The programme, curated to focus on the Middle East which has been developing rapidly as a business-friendly, dynamic hub for investment, will help Singapore companies gain deeper insights into the market potential of the Middle East and how these companies can expand their reach in-market.

The **expert panel of speakers** included Mr Andrew Khoo, President FLA Singapore, Dr Victor Tay, Managing Director, Stout Singapore, Dr Brian Shegar, President UAE Singapore Business Council and Mr Leonard Thangavelu, Country Manager (Asia-Pacific) Abu Dhabi Chamber of Commerce & Industry - International Representative Office, Singapore.

The launch also witnessed the signing of **two important Memorandum of Understandings between FLA Singapore and the Singapore Digital Chamber of Commerce and the Female Entrepreneurship Worldwide**, respectively. Roger Wong, President of Singapore Digital Chamber Of Commerce Foundation shared that, "With the new digital economy, many new start-ups and e-commerce companies will look forward to a framework to build and strengthen technology licensing competence across new areas like crowd financing and block chain technologies".

According to World Franchise Council, franchise is a sector which averages 6 to 12% of an economy GDP catalysing entrepreneurship and generating local employment. FLA will invest to implement a 3-year strategic plan which includes four segments to help SMEs, industry road mapping, building franchise capabilities, accelerating the internationalisation of enterprises and positioning of FLA as a thought leader.

The objective of the Franchise Competency Framework is to grow enterprises and revenue through franchises. There are many advantages to growing a business through franchise. One of them being capital which is often a common barrier to expansion faced by businesses. Franchising is an alternative form of capital acquisition which offers other advantages such growing its talent pool through the motivated management of its franchisees, expedited growth, increased profitability and a quick penetration of secondary markets.



A Diagnostic Assessment Toolkit has been developed under the competency framework to assess the level of competency and readiness of the company's franchise initiatives. An appropriate quality mark will be given in accordance to the company's readiness. FLA in collaboration with a group of certified franchise consultants are authorised to certify companies and to recommend them for the appropriate quality mark.

FLA Singapore's goal is to ultimately cultivate a pool of globally-competitive franchising and licensing players to strengthen Singapore's position at the heart of franchising and licensing in Asia. FLA will work together with Industry associations in the F&B, retail, infocomm, education and service sectors towards achieving this vision.

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For further information, please contact:

Principal Publicist

Nalini Naidu

[nalinaidu.therainmaker@gmail.com](mailto:nalininaidu.therainmaker@gmail.com)

Mobile: 9633-3198

Dean Johari

dean.therainmaker@gmail.com

Mobile: 9697-4464

Diana Loh

dianaloh.therainmaker@gmail.com

Mobile: 8228 5941