

FLA SINGAPORE ONLINE NEWSLETTER



ISSUE: SEPTEMBER 2014



UPCOMING SHOW & AWARDS

16th October 2014

FLA awards gala dinner

Fees:

1 Free seat for each 2014 Member company
\$200/additional seat for Members
\$250/seat for Non-Members

-Group discounts are available!
Book a table for 10 seats and get \$100 off!

Register at

www.regonline.com/2014flaawards,
or RSVP to: judy@flasingapore.org

16th-18th October 2014

FLAsia Show

Fees: Free admission

News

FLA's new office location !

FLA moved into its new office on the 15th of August.

New Location is:

50 Market St, #10-07, Golden Shoe Car Park (near Raffles Place MRT), (S) 048940

Find us here: <https://goo.gl/maps/l5Rd7>

SBF SME Convention 2014

“Economic Restructuring – Are we there yet?”

SBF is short for Singapore Business Federation and SME stands for Small and medium sized enterprises. The SME Convention is an annual initiative under the SBF-led SME Committee (SMEC). It serves as an important platform for the SMEC to reach out to business leaders and get a good sense on key issues affecting the business community. Feedback gathered from the Convention will be channelled into the SMEC's Budget Recommendations to the government.

Time: 8 October 2014 | Location: Suntec Convention Centre

Register here: <http://smeconvention.sbf.org.sg/>



Dear FLA Members and friends,

We are now 3 weeks away from FLAsia Show 2014 and from our annual FLA awards gala dinner. Both events aim at offering local brands or local entrepreneurs and companies a local platform to gain valuable exposure and business contacts. By showcasing upcoming trends, products and services in the franchising and licensing industries, those two

events are at the very core of what your Association stands for: enhancing opportunities. The FLA Executive Committee and myself invite you to participate actively to FLAsia and to the Awards Gala Dinner. There are stories to tell. Thank you for being the stories makers.

In this FLA newsletter issue you will also find valuable information on the industry. We share more on the results of our Singapore franchise market study and are glad to confirm that our synthesis report is made available at no cost to all FLA members on a per request basis.

All the best,

Jean-Jacques Lavigne, Executive Director of FLA
jjlavigne@flasingapore.org

FLA 2014 Executive Committee

CHAIR

- Ms Karen Eidsvik (Subway Systems)

VICE CHAIR

- Ms Donna Lee (Kinderland Golf)

TREASURER

- Mr Li Dong (7-Eleven)

SECRETARY

- Mr Bobby Ong (AutoSaver)

COMMITTEE MEMBERS

- Mr John Ong (FT Consulting)
- Mr Alex Butt (Signarama)
- Mr Low Cheong Kee (Home Fix-DIY)
- Mr Andrew Tjioe (Tung Lok Group)
- Mr Christopher Gay (Andersen's Of Denmark (Asia))
- Mr Albert Kong (Asiawide Franchise Consultants)

ADVISORS

- Mr Robert Leong (Kinderland Educare Services Pte Ltd)
- Mr Dharendra Shantilal (FIRCROFT)
- Dr T. Chandroo (Modern Montessori International)

Congratulations! FLA awards 2014 nomination



FLA
awards 2014

by Franchising & Licensing
Association (Singapore)

For this year booking, we are launching an online booking and payment system. Through the link hereinafter, you can book one seat, multiple seats or an entire table. Members can also redeem their free seat. Please do book early, early birds will be remembered.

Here is the website for registration. Click <http://www.regonline.com/2014flaawards>.

FRANCHISOR of the year 2014

- Casa Italia
- Kip McGrath Edu
- Snap Print
- Dapur Penyet

PROMISING FRANCHISOR of the year 2014

- My 1st 3d
- Coffee NowHere
- Just Education
- K-Cuts

FRANCHISEE of the year 2014

- nominated by 7-Eleven
- nominated by Express Print
- nominated by Signarama

INTERNATIONAL FRANCHISOR of the year 2014

- Cherry Hearts (Malaysia)
- Signarama (USA)
- Freeing (Hong Kong)
- Gamaro Gangjung (South Korea)

LICENSOR of the year 2014

- SoulCentre
- The Learning Store
- Set - An - APP

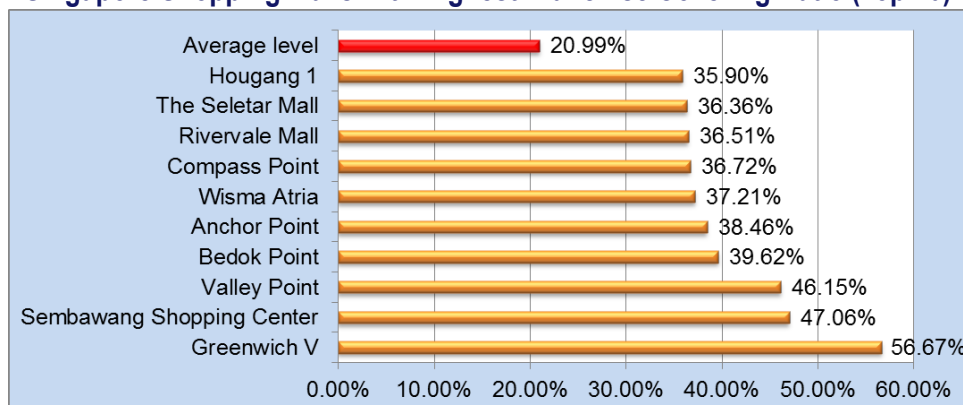
PROMISING LICENSOR of the year 2014

- Print - a - Tee
- Coffee Anywhere
- U-Win

STAR ACHIEVER of the year 2014

- To be disclosed at a later date

Singapore Shopping Malls with Highest Franchise Covering Ratio (Top 10)



(Source: FLA Singapore, A Study on Shopping Malls Franchising Scale in Singapore, September)

Do You Know ?

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ISSUE: SEPTEMBER 2014



3 More Weeks to the Grand FLAsia Show !

The FLA show is back! Get ready for some action & tantalizing opportunities at the #1 Franchising & Licensing Show in Southeast Asia from October 16th to 18th 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!

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

Note: ALL prices are subject to 7% GST

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



IFBO Vietnam 2014 Show

FLA brought 14 Singapore companies to the first International Franchise and Business Opportunity (IFBO) in Ho Chi Minh City, Vietnam on the 4th – 6th September.



Subway team at IFBO Vietnam Fair, from left Singapore Franchise Manager (Ho Khai Weng) Development Agent HCM (Butch Reddy) Store Manager (Le Truc Ly Lisa) Area Development Manager (Stefen Grbovac) and Development Agent HCM (Mark Mcgrath)

FLA brought 14 Singapore companies to the first International Franchise and Business Opportunity (IFBO) in Ho Chi Minh City, Vietnam on the 4th – 6th September, held at the Tan Binh Exhibition & Convention Centre.

The event aims to help investors seek new business opportunities and support international brand names desiring to do business in Vietnam. At the exhibition, international brand names, including SUBWAY, Muddy Murphy's and Blum & Co introduced their attractive franchise and business opportunities.

The event also provided major Singapore firms with opportunities to expand their investment in Vietnam.

Vietnam now has 12 million population classified as "urban middle-class consumers." This figure is expected to double in size to 33 million by 2020. Such a rapid increase in consumers brings good news for foreign brands, as consumption is expected to surge.

The companies that participated in the show were Subway Systems, Set-A-Café, AsiaWide Franchise Consultants, Instaroid Pte Ltd, TMJ, Muddy Murphy's, Soul Centre, Blum & Co, Munch Salad, U-Win, Adam Khoo Learning Centre, Q-Dees, Thumbtech Marketing and Capital Strategic Group. Congratulations to these companies for their foresight and dynamism.

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: SEPTEMBER 2014



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.

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, lawyers 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.



(Continued on next page)

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...



Asia's Premier Personal Development Centre

FLA
Interviews



SoulCentre: The Business of the Soul

By Jean-Jacques Lavigne

FLA: Tell us more about Soul Centre (SC)

S (Sally): " I am the MD and co-founder of SC setup 10 years ago. Vikas (Malkani) & myself run SC & Soul Kids. We have 4 centres in Orchard, East Coast, Toa Payoh & our own HQ at SoulCentre Academy & SoulKids Academy (Headquarters) in Sunshine Plaza. We are planning to open in the CBD. "

FLA: What is the purpose of SOUL KIDS?

S: " We seek to bring out the best in every child. The mainstream education system puts 20 to 30 kids in a classroom with a teacher. Uniqueness is not developed. Every child is expected to behave in the same way uniformly, while every child is different and should stand out. This why so many people do, at some point, look for their real person. "

FLA: Is that one of the elements that leads to the so called Mid-life crisis?

S: " Most adults in their forties are unhappy with life. They wake up stressed, unhappy chasing career paths, jobs, raise kids, and juggle multiple roles. We help them understand and appreciate life, everything has 'good'. I was from a small village in UK. I started as a manager with Boots pharmaceuticals. To be a manager in Boots, you need a Pharmacy degree. So I did that. Then I did an MBA then was promoted to a senior role. I was transferred to Asia to open a retail store in Thailand. Then awareness of Asian life was not about job & car. We opened 70 stores in Bangkok. Then the company downsized and decided to retrench some staff even those with 20 years of service.

After 18 years of senior management role in Boots, I decided to quit. I opened an orphanage in Chiang Mai. I made a trip to India to understand the mind. I met Vikas in India. I learnt meditation in India around 2013 to 2014. We decided to open SC in Singapore after Vikas met a Singapore promoter who encouraged us to open SC in Singapore. "

FLA: Why SOUL?

S: " Soul centre is the voice that come from the soul of person. "

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FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: SEPTEMBER 2014



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Fundamentals of Franchise Management (FFM) - 28th Intake

(Continued from previous page)

WHO SHOULD ATTEND

- Managers and Supervisors in the franchising industry wishing to develop a solid educational foundation
- Entrepreneurs wishing to expand their business using the different types of franchising models

DURATION

2-days course:

Thursday, 6th November 2014, 9:00 AM - 5:00 PM

Friday, 7th November 2014, 9:00 AM - 5:00 PM

VENUE

10 Anson Road, International Plaza, #13-13, Singapore 079903

COURSE FEE

FLA Member : SGD550 nett

Non-FLA Member : SGD650 nett

There will be no refund for no-show registrants. Any postponement requests should be communicated in writing to FLA within 7 days before the course commences.

Register here !

<http://www.regonline.com/FFM>

FLA: Is Soul a concept not reality?

S: " Education make us see to believe it. It encourage us to go with the flow, follow the flow of the river. If we struggle with hardship problems, we are pushing in the wrong direction. It encompasses the spiritual being. "

FLA: Soul connects for a reason?

S: " Definitely. Just going with the flow. We cannot expect everything for free. Advices change life. Kids pay a fee. No one can operate without finance. Parents see the difference in the kids. Parents want us to teach them too. We have adults from 35 nationalities going through our courses. We expand from Singapore who is transcient. The adults want to teach in their own cities. We expand from Organic growth. We have 5 from Singapore. We are in UK, US, Indonesia & Malaysia. Next year we plan to go into Sydney. We are waiting to open in Thailand too. "

FLA: Government has many schemes & grants to help global expansion.

S: " Yes, Government subsidies like PIC. Government offer grants for the Singapore brands. Our teaching is not easy to replicate. We use it solutions to help record & video. "

FLA: Replication is difficult without the right people.

S: " Yes we cannot do without the right people. There are 2 weeks intensive training for teachers. We have Copyright in over 30 countries for both SC & SOUL KIDS. These are huge investments. I involved in an orphanage in Chiang Mai, Thailand. I initially met an old missionary socially and then helped with business skills and financial support, one \$K here, 2 \$K there... I ended up leaving Boots for to do social work in the orphanage. We had 35 hill tribes Chiang Mai kids. Unwanted kids, were treated like animals and abandoned. Sometimes their eyes turned green for being bitten repeatedly by ants. We educate the kids up 18 years old (they are all bilingual now) and then they are free. "

FLA: How do you manage kids without real parents?

S: " We manage it lie a huge family with 30 brothers and sisters. They are happy kids. "

FLA: What are their chances in life?

S: " Before we found them, some were set for sex trade or organ trafficking. They didn't have a chance. Under Soul Kids they are protected and happy. And now the orphanage has proper cash flow management and is financially sustainable. Even Tanglin school kids do participate to that charity organization. Cash flow management is so important. So that's what I brought with my MBA (smile). "

FLA: We are now in Vietnam for the first Franchising & Licensing show. What about franchising in Vietnam?

S: " We have to consider Vietnam expectations, flight times and translation. Well, for a start 50-60% of Vietnam population is made of youths. It is when we come and help shaping their mind and soul. To operate here, we are looking at selling here and area licence for Hanoi and Ho Chi Min. So far (day 2) we have 20 interesting leads, including Investors who may not be the one running the business. So we have to be careful to grow the brand. "

FLA: How much is the Brand worth?

S: " It is a 10-year-old brand. It is certainly worth something and we have interest from investors. It is a good business to buy and grow. We have enough cash flow to manage the brand properly. "

FLA: What are the key changes in your business?

S: " Well, in a way, our clients-base is made of more and more adults. We do have CEOs, princesses, even a Hollywood star, housewives and all come learn about how to relate to life. We encourage CEOs to change their life – be happier attract better things in life. We empower them to seek by themselves. Just like we train children with the right thoughts. "

FLA: Why do most parents want kids to be doctors or lawyers?

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FLA SINGAPORE ONLINE NEWSLETTER



ISSUE: SEPTEMBER 2014

(Continued from previous page)

S: “ That’s less and less the case. Social media changes produces new kid generations. We train kids to create, let them enjoy and discover themselves. That’s why you end-up have young adults starting cupcakes shops and do very well. Another example, we have 2 girls working for us. They are architects by training who also want to start a small internet business. Creative work. They don’t want to sit at desk and take instructions. Naturally, people want to wake up feeling excited to face the day. This is the passion of the people. That’s why they need to find. ”

FLA: Thanks Sally and we wish all the best for Soul Centre.

FLA would like to thank Sally Forrest for her time and thank SoulCentre for generously allowing Ms. Forrest to take some of her precious time to serve the industry. More in SoulCentre at <http://www.soulcentre.org/>



EDMAS: Grown for Better Communication

By Jean-Jacques Lavigne

FLA: Hello Ans, you are one of FLA new-members. Tell us more about you.

Ans Chang: “ For a start, I have over 20-years of experience in education. Among others, I was a part-time lecturer for over 5-years with the Stamford College and taught adult-learners the art of effective communication, public relations as well as secretarial skills. I believe there is much for people to learn in this field. ”

FLA: Indeed, you seem very passionate about your trade...

Ans Chang: “ I strongly believe in belief in life-long learning. I walk the talk. In 2010, at the age of 58, I graduated with a Masters in Business Administration from the University of Adelaide in Australia. So there is me. And there are younger people, starting with the kids. I am so convicted that every child should have the chance to realise their full potential, I went on to found the E-EDMAS Incorporated (Education Development Mastery Actions and Skills) in 2012. ”

FLA: What is the company’s focus or niche approach?

Ans Chang: “ E-EDMAS introduces the concept of blended learning as an alternative to mainstream pedagogy, and focuses on training educators to deliver the curriculum effectively. I believe that education in Singapore schools emphasizes content delivery while active participation and enjoyment of learning are key elements that will improve student attitudes towards learning. To cater to different children with varying pace of learning, with blended learning -online delivery of content combined with face-to-face classroom methods, we give the student control over the time, place, path or pace in collaborating in the educational experience. ”

FLA: Education is seen as a means for an end. Is that outlook being changed progressively?

Ans Chang: “ In a way yes. It is no longer just about getting a better job and a higher salary to buy a bigger house and faster car. We need to think more macro first. As such, believing that education what helps children breaking out of the poverty cycle is the key. That understanding is a critical. And this is where EDMAS intervenes. Then, at micro level, we do what we can. This is why I also participates actively in philanthropic activities by contributing textbooks to underprivileged children in Singapore and abroad. ”

Note: EDMAS will be exhibiting at the upcoming FLAsia Show, Marina Bay Sands, October 16th to 18th.

FLA would like to thank Ans Chang for her time and thank EDMAS for generously allowing Ms. Chang to take some of her precious time to serve the industry.

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: SEPTEMBER 2014



Conference Programme Overview of the Grand FLAsia Show !

17 October 2014, Friday

9.00-9.30am	Registration
9.30-9.40am	Welcome address Karen Eidsvik, <i>Chair, Franchise and Licensing Association (Singapore)</i>
9.40-10.40am	Keynote address: Franchising in Asia Pacific – Secrets of Success Joel Silverstein, <i>President, East West Hospitality Group Limited</i>
10.40-11.00am	Refreshments
11.00-12.00pm	How to Recruit Solid Franchisees and Continue to Make Them Profitable and Satisfied Hugh Gyton, <i>Chief Operating Officer, Anytime Fitness</i>
12.00-12.30pm	Q&A Joel Silverstein, Hugh Gyton <i>Moderator: Karen Eidsvik</i>
12.30-2.00pm	Lunch
2.00-5.00pm	Roundtable Discussions (25 min each) , Refreshment break, 3.15pm - 3.40pm <i>Format: Delegates to rotate to the next table after each session.</i>

Table 1: Managing Intellectual Property Issues in Franchising

Cheah Yew Kuin, *Local Principal, Baker & McKenzie*
Peter Willimott, *Senior Program Officer, World Intellectual Property Organisation*
Eun A (Jessica) Park, *Legal Officer - IP Disputes Management Section, World Intellectual Property Organisation.*

Table 2: Overcoming Obstacles When Going Overseas

Felix cheok, *General Manager, Sophie Bakery & Café.*

Table 3: Branding a Franchise Business

Amy Lim, *Director, Brand Alliance Group Pte Ltd*

Table 4: How to Make Use of Mobile Apps to Strengthen Your Business

John Avenell, *Owner, Banana Mobile Apps*

Table 5: Tips for Negotiating a Lease and How to Get the Best Deal

Sulian Claire, *Senior Director, Retail & Lifestyle, Savills Singapore Pte Ltd*

Table 6: Franchisor - Franchisee Relationship Management

Michael Cha, *Managing Director, Beaucre Singapore Pte Ltd*

5.00-6.30pm	Franchising & Licensing Asia 2014 Exhibition (Day 2) Taste of International Franchise
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18 October 2014, Saturday

9.00-9.30am	Registration
9.30-12.30pm	Legal Aspects of Franchising Yew Woon Chooi, <i>Partner, Rodyk & Davidson LLP</i>
12.30-5.30pm	Franchising & Licensing Asia 2014 Exhibition (Final Day)



Mr. Alex Butt

CEO Luncheon – “Accountability in the Franchise Industry”

With Guest speaker Alex Butt from Signarama Singapore, Held at Tung Lok Restaurant on the 29th of Aug. - Contributed by Mr Yeoh Ewe Chean (Director of Overseas Franchise Development at EtonHouse International Education Group).

I really appreciate the luncheon served with fine foods from Tung Lok Restaurant and most importantly flourished with great insights and ideas. The highlight and my main take away from the luncheon is **The Oz Principle: Getting Results through Individual & Organizational Accountability** by Mr Alex Butt.

Alex has shed a new light on the notion of Accountability. It is the underpinning magic cure for all organisation dysfunction. True accountability (The Above The Line Thinking) elevate individual and organisation in getting rid of the blaming games, wasting resources in justifying the bad performance, telling great story to get away with the responsibility and the list goes on and on. . .

Alex highlighted a simple 4 steps of bringing change in the organisation through accountability. The **S.O.S.D** in action, **See it, Own it, Solve It** and **Do it**. I would like to illustrate them based on my understanding and experience.

See it: Seeing the problems is no brainer for most of us. We are good at seeing problems. The challenge is how to determine the significance impact of the problem to organisation and individual is multi-facet. However, having a set of questions in place in organisation can be helpful. For what purpose and for whom we do this? What is the impact of this decision toward the organisational ultimate goals? These are the yardsticks of all actions that move forward the organisation and individual.

Secondly, Own it. Why do I want to own that bloody problems? I believe we all have different answers to that question. When was the last time a bad event happened and you denied the problems to others but yourself? It was Mr/Mrs customer problem; it was my staffs; it was my spouse; it was my supplier problems; it was the bad economy, it was the government policy and the list goes on! I bet we all did. I did. The bottom line, if we don't own it, we will never solve it. The problem will come back and haunt us. The challenge is how to categorize and prioritize our problems in organisation and in life. It is helpful that a simple 4 quadrants' metric introduced by late Stephen Covey. The Important/Not important and urgent/Not urgent by referring to the yardstick stated before this! We want to own the important and urgent problems that can significantly make the difference.

The solving it and doing it are all up to the skills and competency of the organisation and individual. Once they have the purpose to see and own the problem. We can have tons of solutions. This is where organisation learn, change and growth.

In conclusion, the hardest thing of The Oz principle is how individual and organisation takes a sincere and hard look at the problems and acknowledged it. Those are the pains that we try to avoid. Organisation and individual has to serve the highest purpose besides financial gains, and dream something bigger than oneself to embrace pains and overcome them.

There are too many managers that are driven by short term and compromise the long term benefit of the organisation. We need a mission and purpose driven leaders to manoeuvre and thrive in this multifaceted and challenging environment. Accountability is the fundamental of organisation and individual change.

Ultimately, I believe this positive spiral changes from individual and organisation can move us to harmonious and prosperous future. Let's do it the Oz principles for ourselves and for our organisation.

Lastly, I want to thanks Alex again for bringing up The Oz principle and the attendances that share their insights and questions during the luncheon. It is this ongoing confusion, thinking and solving these problems that make us stronger. I am still reading the book and looking forward to put them into practise to become an accountable person and organisation. Not to forget to thank FLA and Glendon for organizing such event for the members! I look forward for our future events and expect to meet and learn from one another.

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: SEPTEMBER 2014



WELCOME
NEW
MEMBERS
OF
SEPTEMBER
2014 !!

ExpressPrint is a commercial printing company with vast experience. It is a one stop solutions portal that provides a diversified range of printing services such as offset printing, digital printing, large format printing and sublimation printing that will meet your printing needs. ExpressPrint is also one of the fastest franchise printing systems in Singapore.



Contact: Mr Welson Ang
Email: welson@expressprint.com.sg
Tel: 61008328



Contact: Mrs Ismail Ellias
Email: ismail.ellisa@htwoholdings.com.sg
Tel: 65899785

Htwo Investment Holdings Pte Ltd

(Htwo Holdings) is a Singapore home-grown investment company which focuses on the building and acquisition of various educational businesses with an objective to nurture a holistic upbringing for children in Singapore and in the Region.

Since 2000, BLS International has been in the exhibition and events industry serving and supporting more than 50 major organisers. To meet the greater demand of the Conference & Exhibition industry, BLS have improved our business to a one stop services company named U-Win.

U-Win provides a total solution to Trade Exhibition, Conference seminar and also indoor & outdoor events for MNCS, Government and the public sectors.



Contact: Mr Ross Jamora
Email: ross@u-win.com.sg
Tel: 62981234



Contact: Mr Peter Tan
Email: peter@efg.sg
Tel: 92268003

Eastern Franchise Group is driven by the end in mind. EFG offer a suite of solutions for businesses at any stage of their growth with the principles of empowering business owners through defining their vision, mission and market. Fuelling business performance by providing the right tools essential for franchise and business development. Growing businesses through extensive and captive marketing of your new brands in Asia.

FLA SINGAPORE ONLINE NEWSLETTER

ISSUE: SEPTEMBER 2014



Calendar of Events

Date	Event
26th-29th Sept	Taipei Franchise Show
8th Oct	SBF SME Convention 2014 "Economic Restructuring - Are we there yet?"
16th Oct	FLA awards gala dinner
16th-18th Oct	FLAsia Show
17th Oct	Cocktail Session (Taste of International Franchise)
17th-18th Oct	FLAsia Conference & Workshop
6th Nov	The Annual SME Development Conference
6th-7th Nov	Fundamentals of Franchise Management (FFM) 28th Intake
28th Nov	Best Practice Series & Cocktail Session, Franchise Branding Overseas

A promotional banner for the FLA awards 2014. On the left, there is a graphic of a golden award trophy. The text 'FLA awards 2014' is prominently displayed in the center. Below it, a dark blue box contains the text 'BE THE NEXT FLA STAR!'. At the bottom, it says 'MARINA BAY SANDS, 16 OCT 2014, 7PM'. On the right side, there is a dark blue circle with the text 'CALL FOR ENTRIES NOW OPEN!'. Below this, contact information is provided: 'Email: glendon@flasingapore.org' and 'Call: +65 9825 7795'. The background is a dark purple with light streaks.



FRANCHISING & LICENSING ASIA 2014

The International Event for Entrepreneurship, Business Opportunities & Intellectual Property Rights in Asia

16 - 18 October 2014

Level 1 Hall B, Marina Bay Sands, Singapore