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PFA Pitches Franchising Concept to Filipinos in US Northeast



PFA Yvette Pardo Orbeta educated members of Fil-Am community and media about franchising in the Philippines during a forum in New York. (Photo by New York PCG)

5 June 2018, New York – Philippine Franchise Association’s Yvette Pardo-Orbeta, Director for Education, External Relations and Advocacy, held an engaging discussion about franchising in the Philippines with members of the Filipino community in New York at a forum organized by the Philippine Consulate General on 4 June 2018 at the Philippine Center New York’s Gallery Lobby.

Ms. Orbeta, who is also the Chairman of Wendy’s Philippines, gave a snapshot of the trends and opportunities in franchising in the Philippines. She discussed the benefits and advantages of franchising, how to acquire a franchise in the Philippines, and how to bring a franchise brand from the US, giving tips on how to determine the right franchise for the right person.

Ms. Orbeta emphasized that franchising is a powerful tool for economic development since it creates thousands of enterprises and creates millions of jobs. She shared the PFA’s role in the success of franchising in the Philippines, where the average growth

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rose from one franchise per year to 60 per year. Franchising is now the most preferred business option in the country; and Philippines is now the most prolific franchise



developer in Asia, with 1500 franchise brands.

Speaking to the Filipino community, Ms. Orbeta said that PFA is speaking before them “not to sell any brands but mainly to teach the Filipino community and impart information about franchising.” She offered that PFA is ready to help and guide those interested in franchising.

Prior to Ms. Orbeta’s presentation, Commercial Counsellor Nicanor Bautista gave insights on why NOW is the best time to invest in the Philippines, citing the current economic environment in the Philippines where franchisers would flourish, “creating the demand for consumption and therefore creating the opportunities for the franchiser.”

PFA Executive Director Chit Estrada joined Ms. Orbeta in answering questions from members of the Filipino community during the open forum. END



*PFA Executive Director Chit Estrada answer questions from Filipino community.
(Photo by New York PCG)*

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