

WELCOME SPEECH BY MR DOUGLAS FOO, CHAIRMAN OF FRANCHISING & LICENSING ASSOCIATION (SINGAPORE), AT THE FRANCHISING AND LICENSING ASIA AWARD GALA DINNER 2007 ON 21 SEPTEMBER 2007, AT PACIFIC BALLROOM AT THE PAN PACIFIC HOTEL

Mr S. Iswaran, Minister of State for Trade & Industry,
Your Excellencies,
Distinguished Guests,
Ladies and Gentlemen

Good evening.

I hope the past two days have been as exciting and fruitful for you as it has been for me. It is heartening to see the big turnout and volume of activities as everyone networked and learned from one another.

2. Indeed, the FLAsia is a signature event for the franchising and licensing fraternity. This is an excellent platform to showcase success stories and help spur the development of more franchises both in the domestic and international markets. Franchising will help our enterprises to scale new heights and take their business to different corners of the world in a much faster pace. When overseas franchises set up shop in Singapore, not only will it add vibrancy to our economy, our enterprises will also be able to learn from them and improve their own business models.

3. Tonight, we are pleased to have in our midst the most outstanding franchisors from Singapore and around the world. I would specially like to extend a very warm welcome to our world-class nominees from China, India, Indonesia, Malaysia, Singapore, Vietnam, USA and Thailand, who are vying for the FLA Awards. This is also the first time that Thailand has participated in the Award.

4. Launched in 2005, the FLA Award is presented to honour outstanding local and international franchisors. These franchises are assessed based on a stringent set of criteria covering their strategies, systems, marketing processes and franchise relations.

5. We are happy that the response and support have been most encouraging. The number of applications since 2005 has more than doubled. While it feels great to walk away with the trophy, I believe the greater reward is in the application process which will help the franchisors to assess their business practices, build on their strengths and improve their weaknesses.

6. Thus far, we are impressed with the achievements made by our past winners. 7-11 and Cherie Hearts, winners of Franchisor of the Year and Promising Franchisor 2005 respectively have opened more than 40 outlets

collectively in the last two years. BLUSH! and Prima Taste, winners of the Franchisor of the Year and Promising Franchisor 2006 respectively have also ventured into new exotic markets. Gloria Jean's Coffee being our inaugural International Franchisor of the Year 2007 has increased their number of international stores by about 50% with master franchise agreements signed in 44 countries.

7. While franchising will continue to be an excellent strategy of growth, companies are increasingly looking at licensing opportunities. If you look beyond the consumer goods, fashion and food and beverage sectors, there are overwhelming licensing opportunities that did not exist a little more than a decade ago. The worldwide licensing business has proliferated over the last decade, with entertainment/character licensing generating billions of dollars in retail sales today. Technology licensing is another extension of intellectual properties derived from innovative creation, which could also value add to retail business, creating a platform and opportunity for licensing beyond Singapore in the region and the world.

8. I am pleased to announce that the FLA (Singapore) is currently looking into creating a licensing award and we hope to launch the award in the next one to two years.

9. In closing, I would like to congratulate all the finalists for having come so far, and I wish you success in your franchising program.

10. I wish everyone a wonderful evening.

Thank you.