

About FLA (Singapore)

Franchising and Licensing Association (Singapore), also known as FLA, one of the founding members of the World Franchise Council, was established in 1993 with the mission to nurture and develop Singapore's franchising and licensing industry.

An essential component of Singapore's knowledge-based economy, FLA promotes and facilitates the use of franchising, licensing and branding as a growth strategy for Singapore enterprises, enabling Singapore to be a regional franchise and license hub.

Through its partnership with Singapore government agencies and international franchise and license bodies, FLA supports its members in their internationalisation efforts and strategies.

With an active growing membership of close to 130 companies, representing more than 200 strong brands, FLA (Singapore) is led and managed by a dedicated team of advisors, committee members and full time secretariat with the goal of supporting Singapore companies to expand internationally.

Background

- Established in 1993 as the official voice for franchising and licensing industry in Singapore
- Founding members of the Asia Pacific Franchise Confederation (APFC) & World Franchise Council (WFC)
- Dedicated EXCO & Advisors who are C-Level Management across diverse industries and disciplines
- FLA facilitates the growth of globally recognised Singapore brands

Vision

To nurture and develop Singapore's franchising and licensing industry.

Mission

To be the thought leader in the franchising and licensing industry in Singapore.

Who We Are

- The APEX association representing franchising and licensing industry in Singapore
- The collective and respected voice of the franchising and licensing industry
- Support and accelerate Singapore companies and brands to internationalise through franchising and licensing
- Educate and share franchising and licensing requirements, best practices and trends with our members and the community



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FLA (Singapore) is a member of:



WORLD
FRANCHISE
COUNCIL



Asia Pacific Franchise
Confederation



CALENDAR 2022

Courses

18 - 20 Jan

WSQ Franchise & Business Ownership

Career Conversion Programme (CCP)

Course training starts 9 Feb

Deadline for new hire application: 7 Jan (official job commencement)

Deadline for redeployment application: 17 Dec 2021

21 - 25 Mar

WSQ Essential Franchise Management

10 - 12 May

WSQ Franchise & Business Ownership

30 May - 3 Jun

WSQ Essential Franchise Management

Career Conversion Programme (CCP)

Course training starts 27 Jul

Deadline for new hire application: 1 Jul (official job commencement)

Deadline for redeployment application: 3 Jun

19 - 23 Sept

WSQ Essential Franchise Management

11 - 13 Oct

WSQ Franchise & Business Ownership

8 - 10 Nov

[New] Branding and Franchising

5 - 9 Dec

WSQ Essential Franchise Management

Career Conversion Programme (CCP)

Course training starts 8 Feb 2023

Deadline for new hire application: 2 Jan 2023 (official job commencement)

Deadline for redeployment application: 16 Dec

NOTES

* More events to be announced.

* Details subjected to changes.

Webinars/Workshops/Networking Sessions

17 Feb

Grow the Franchise Value of Your Business

31 Mar

AGM



13 Apr

Is Franchising the Right Strategy for Your Business & Career

28 Apr

China (Market Insights & Franchise Potentials)

30 Jun

Grow the Franchise Value of Your Business

27 Jul

Vietnam (Market Insights & Franchise Potentials)

25 Aug

Is Franchising the Right Strategy for Your Business & Career

28 Oct

Japan (Market Insights & Franchise Potentials)

Business Matching/Tradeshows/Events

April

FLA Awards Nomination



5 - 7 Aug

China Franchise Expo Shanghai

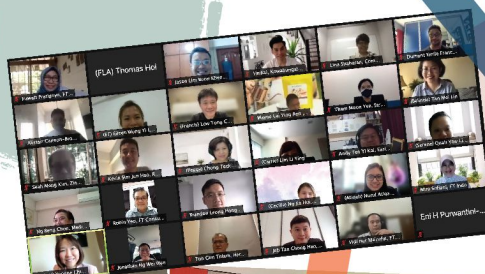
27 - 29 Oct

FLAsia & FLA Gala Dinner



3 - 5 Nov

Vietnam International Retail and Franchise (VIETRF) Show



FLA in partnership with certified consultants developed the Franchise/License Competency Framework as a standard and internationalisation guide for companies.

FRANCHISE/LICENSE DIAGNOSTIC ASSESSMENT (FDA)

FDA was created to evaluate key franchise/license components with report that highlights area for companies to focus and improve.

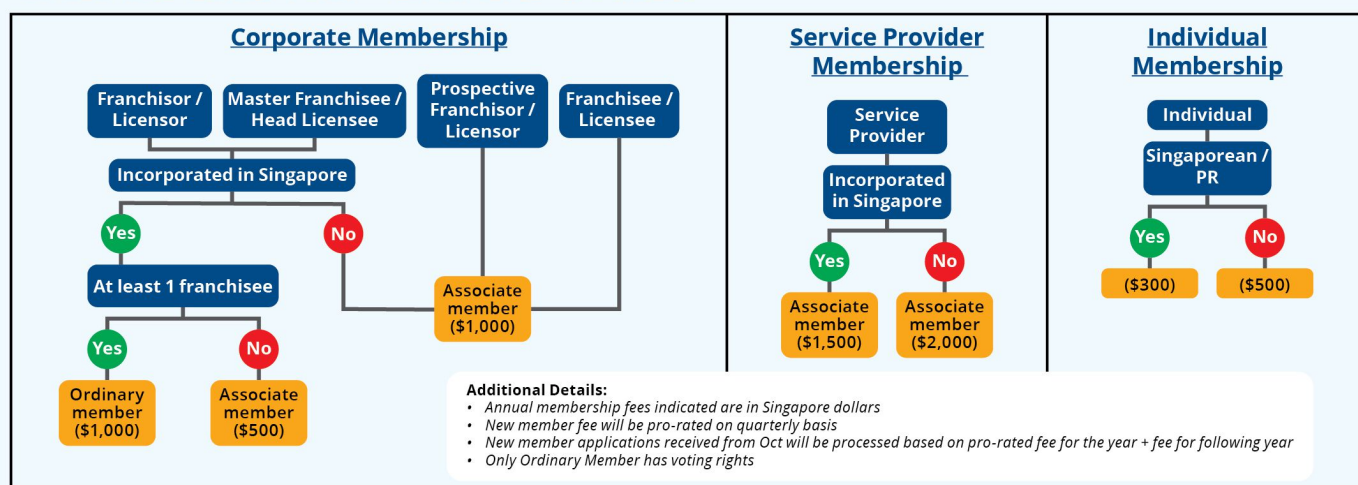
Companies are encouraged to complete a quick, 15 questions self-assessment via <https://forms.gle/Pv6sLdwvMLDRhmiw7> to better understand their franchise/license readiness.

THE 5 CATEGORIES OF ASSESSMENT:

- 1 Track Record**
Tangible outcomes that the company derives from its franchising / licensing activities
- 2 Strategy**
Importance for companies to have clear strategies for essential components relevant to franchise / license initiatives
- 3 System**
How the company develops and put in place essential know-how transfer and business control systems relevant to the franchise / license
- 4 Branding & Marketing**
How the company builds and protects the brand and how it assists the franchisee / licensees to do so as well in its territory
- 5 Relationship & Communications**
How the company supports, communicates, resolves conflict and builds a win-win relationship with the franchisee / licensee

Please contact Thomas at **+65 9768 0834** or email to thomas@flasingapore.org for more enquiries.

MEMBERSHIP CATEGORIES



Corporate Membership – Benefits & Privileges (Any company that is engaged in franchising or licensing)		Ordinary	Associate
Marketing	Monthly Franchise Spotlight (showcase renewed members to FLA database of franchisees/investors)	✓	✓
	Monthly feature on FLA website & social media page (applicable for new members only, featured in the month of membership enrollment)	✓	✓
	Marketing/credibility for listing (up to 2 brands) as member on FLA website	✓	✓
	Additional shoutout through FLA social media platforms for FLA members (franchisors/master franchisees) who secured new franchisees	✓	
	Usage of FLA logo on marketing collaterals - subject to approval by FLA	✓	✓
	Discounted rate on FLA advertising platforms	✓	✓
Capabilities building	Complimentary Franchise Diagnostic Assessment (worth \$688) for 1 brand Additional brands diagnostic at \$288 (FLAS member rate)	✓	✓
	Members' rate / complimentary access to FLA activities (includes trade missions/fairs, seminars, workshops, courses, networking, etc)	✓	✓
	Stay-up to date on insights and trends on franchising industry, government support and initiatives to support companies	✓	✓
Asia Franchise Business Opportunities magazine copies (4 issues per year)		✓	✓

*administration fee to apply for subsequent brands listing

Service Provider Membership – Benefits & Privileges (Any company that provide services to support corporate members)
Outreach offerings in FLA Corporate Brochure (complimentary* advert to reach all FLA members & potential members) <i>*applicable for membership renewal only</i>
Promote* events & offerings to FLA database <i>* 2x email blast/year</i>
Be part* of FLA events / Outreach* offerings to members during AGM <i>*i.e. as subject matter experts, subjected to availability and/or sharing of offerings, subjected to suitability</i>

Individual Membership – Benefits & Privileges (Any person who is interested in the franchising and licensing industry)
To connect with at least 3 companies/ brands for franchise/business enquiry
Members' rate / complimentary access to FLA activities
Stay-up to date on insights and trends on franchising industry, government support and initiatives to support companies
Credibility
Exclusive members access to resources and global connects
Members' only networking opportunities

Programmes and support related to capability building and internationalisation activities

1. Market Readiness Assistance (MRA) — Small and medium enterprises (SMEs) will receive an international boost to help take your business overseas. Supportable Activities includes Overseas Marketing Promotion, Overseas Business Development and Overseas Market Set-Up.
2. Enterprise Development Grant (EDG) — helps Singapore companies grow and transform. This grant supports projects that help you upgrade your business, innovate or venture overseas, under three pillars including core capabilities, innovation and productivity, and market access.
3. The Productivity Solutions Grant (PSG) supports companies keen on adopting IT solutions and equipment to enhance business processes. PSG also supports adoption of solutions that cut across industries, such as in areas of customer management, data analytics, financial management and inventory tracking.

<https://www.enterprisesg.gov.sg/>

CORPORATE & SERVICE PROVIDER MEMBERSHIP APPLICATION FORM

✓ Please tick the right option

SECTION A: MEMBERSHIP CATEGORY

- | | |
|--|---|
| <input type="checkbox"/> Ordinary membership (\$1,000) | <input type="checkbox"/> Associate membership (\$1,000) |
| <input type="checkbox"/> Associate membership (local service providers) (\$1,500) | <input type="checkbox"/> Associate membership (Incorporated in Singapore) (\$500) |
| <input type="checkbox"/> Associate membership (overseas service providers) (\$2,000) | |

SECTION B: COMPANY INFORMATION

Company Name:

Company Address:

Billing Company Name and Address:

(if different from above)

Office Telephone Number: () () () **Fax:** () () ()
Country Code Area Code Country Code Area Code

Business Registration Number:

Year of Incorporation:

Country of Incorporation:

Paid Up Capital:

Industry: (Please select) ☐ Hospitality/Retail ☐ Food & Beverage ☐ Services ☐ Solution Providers
☐ Education/Enrichment ☐ Lifestyle ☐ Consultancy

Are you a: (Please select) ☐ Franchisor ☐ Licensor ☐ Service Provider
☐ Franchisee ☐ Licensee ☐ Prospective Franchisor/Licensor
☐ Master Franchisee ☐ Head Licensee

Number of years in franchising / licensing:

Franchised Brands (maximum 3):

Website:

Brief Description of your Business:

SECTION C: CONTACT DETAILS

Name of CEO or equivalent:

Designation:

Email:

Main Liaison Person (if different from the above):

Designation:

Email:

Telephone: () () () **Mobile:** () () ()
Country Code Area Code Country Code Area Code

Alternative Liaison Person:

Designation:

Email:

Telephone: () () () **Mobile:** () () ()
Country Code Area Code Country Code Area Code

Finance Personnel:

Designation:

Email:

Telephone: () () () **Mobile:** () () ()
Country Code Area Code Country Code Area Code

Please specify / provide details.

SECTION D: OUTLETS INFORMATION

	Past Year		Current Year		Target in 3 Years	
	Local	International	Local	International	Local	International
Self-Owned Outlets						
Franchised Outlets						
Number of Franchisees						
Overseas Presence: Please list						

SECTION E: OBJECTIVE

By joining FLA, I want to achieve the following:

- ☐ Learn more about franchising / licensing ☐ Looking for franchisees / licensees
☐ Increase brand exposure locally / overseas ☐ Expand business network
☐ Others: _____

SECTION F: DOCUMENTATION SUBMISSION AND PAYMENT DETAILS

Please complete and email this form to thomas@flasingapore.org, together with the following documents:

1. Bizfile form / Registrar of Companies (Form 24 or Form 49)
2. Franchise / License Information Brochure
3. Company's audited financial statement / financial disclosure letter
4. Brand Logo

Franchising and Licensing Association (Singapore)

9 Jurong Town Hall Road, Trade Association Hub, #03-16 Singapore 609431

Cheque Payment

Make the cheque payable to "FLA (SINGAPORE)".

Reference No.: Please indicate the invoice number(s)

Cheques are to be mailed to the above address

Bank Transfer or TT

Name of Beneficiary: Franchising and Licensing Association (Singapore)

Bank Name: Standard Chartered Bank

Bank Account No. 13-0-832053-9

Bank Code: 9496

Bank Branch Code: 013

Swift Code: SCBLSG22XXX

Corporate PayNow

PayNow to: UEN No: S93SS0131D

Reference No.: Please indicate company name & Invoice no.

SECTION G: DECLARATION

We understand that acceptance of our application for membership is at the sole discretion of FLA (Singapore) Executive Committee. We hereby declare that the above information provided is true and we agree to fully support the rules of conduct, objectives and activities of FLA (Singapore). We have read FLA (Singapore) Code of Ethics on the website and are committed to abide by it.

Signature & Date

Company Stamp

Name

Designation

IMPORTANT NOTES

1. The annual subscription is based on calendar year and the fee payable in the year in which a member first joins will be pro-rated on a quarterly basis (except for any promotional packages).
2. New membership applications received from Oct will be processed based on pro-rated fee for the year + fee for following year.
3. The Executive Committee will decide on the application for membership, and have sole discretion in accepting or rejecting an application for membership.
4. The membership vest in the member company and not the representative.
5. Kindly note that membership is automatically renewed for the subsequent year. Please inform FLA (Singapore) if you would like to terminate your membership and request for an opt-out form. Membership termination will only be accepted upon receipt of completed opt-out form.
6. Contact Thomas at thomas@flasingapore.org or 6333 0292 for more information & assistance regarding corporate & service provider membership application.

INDIVIDUAL MEMBERSHIP APPLICATION FORM

SECTION A: GENERAL INFORMATION	
Full Name: (as per passport)	
Gender:	Home Address:
Nationality:	Postal Code:
Mobile No:	Email:
How did you get to know us? (please tick ✓ accordingly)	
<input type="checkbox"/> Family/Friends <input type="checkbox"/> Media (Newspaper/Social Media/Etc) <input type="checkbox"/> Others <input type="checkbox"/> Invitation Letter <input type="checkbox"/> Talks/Seminars/Workshops _____	

For Student Applicants Only	
Name of Tertiary Institution:	
Name of Pursuing Qualifications:	
Year of Commencement:	Expected Year of Completion:
Full time / Part time:	Matriculation No:

SECTION B: INTEREST (please tick ✓ which industries you are interested in)	
<input type="checkbox"/> Hospitality/Retail <input type="checkbox"/> Services <input type="checkbox"/> Lifestyle <input type="checkbox"/> Others <input type="checkbox"/> Food & Beverage <input type="checkbox"/> Education/Enrichment <input type="checkbox"/> Consultancy _____	

SECTION C: FEES (*pro-rated on quarterly basis)		
	Singaporeans / PR	International
Annual Fee (yearly rate starting April 2021)	SGD \$300	SGD \$500
Annual Fee (bundle promotion for 2 years membership application)	SGD \$450 (save 50% on 2nd year)	SGD \$750 (save 50% on 2nd year)

SECTION D: REQUIRED SUBMISSIONS	please tick ✓
Updated CV (to include & attach any franchise/license related experience and/or certification if applicable)	
Completed Application Form (for Individual membership)	
Photocopy of NRIC (for Singaporean/PR applicants)	
Photocopy of Passport (for International applicants)	
Photocopy of Student Pass (for Student applicants)	

SECTION E: DOCUMENTATION SUBMISSION AND PAYMENT DETAILS

Please submit the completed application and the relevant documents to:

Franchising and Licensing Association (Singapore)

9 Jurong Town Hall Road, Trade Association Hub, #03-16

Singapore 609431

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Bank Code: 9496

Bank Branch Code: 013

Swift Code: SCBLSG22XXX

Corporate PayNow

PayNow to: UEN No: S93SS0131D

Reference No.: Please indicate Full Individual name & Invoice no.

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Full Name

Date

Signature

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5. Individual Members are encouraged to undergo a **WSQ Franchise & Business Ownership Course** or equivalent training.
6. Contact Thomas at thomas@flasingapore.org or 6333 0292 for more information & assistance regarding Individual Membership application.

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Contact us

Lorraine Tay | lorraine.tay@twobirds.com
Penelope Ng | penelope.ng@twobirds.com

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Gary Ng Chi Hung
Manager
HP: (65) 9699 3303

16 Raffles Quay #41-01, Hong Leong Building, Singapore 048581
Email: chng_mgtsvc@yahoo.com

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ANGELINE SUPARTO LAW CORPORATION
 Email: as@asuparto.com.sg Web: www.angelinesuparto.com

Angeline Suparto Law Corporation is a Singapore boutique law firm which in conjunction with its Indonesia associated office, Tuah & Suparto (TS), specializes in providing a "seamless under one roof" Indonesian legal services to its clients backed by significant "on the ground" experience in areas including franchising, licensing, market entry and advice on foreign investments and deal structuring, joint ventures, acquisitions, legal due diligence, real estate and dispute resolution.

Ms Angeline Suparto has more than 35 years of experience in handling Indonesian transactions and together with her elder son, Andrew Tuah, a partner of TS, they have developed unique local knowledge and have established close working relationships with local authorities over the years. We are uniquely positioned to provide invaluable perspectives and assist our clients to navigate the local legal and business landscapes in Indonesia to achieve their business objectives. This is attested by our solid track record servicing clients from SMEs to MNCs, listed companies, GLCs, statutory boards, as well as high-net-worth private individuals.

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YOUR GATEWAY TO FRANCHISING IN SOUTHEAST ASIA!

HOW CAN WE HELP?

- Advice on the legal rights of licensors and licensees
- Drafting of a workable agreement between parties
- Management of intellectual property such as patents, trademarks, copyright, and industrial designs

CONTACT US AT

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 Emails: max.ng@gateway-law.com
gregory.marimuthu@gateway-law.com



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 F: 65 6358 2864
 E: enquiries@yusarn.com

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 F: +66-2-234-1589
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