

USA FRANCHISE MISSION 2010

4 - 13
April 2010

Los Angeles • Orange County • Washington DC



Your Gateway to Access into the Most Promising U.S. Franchise Brands!

10 Reasons why you should participate...

1. Meet over 200 franchise brands and suppliers at 'International Franchise Expo' a premier international franchise exhibition at Washington DC.
2. Free franchise seminars
3. Free match making and scheduled appointments for meetings with franchisors.
4. Over 10 on-site discovery visits to franchise outlets.
5. Over 3 on-site visits to premier shopping malls.
6. Over 10 private presentations from promising franchise brands.
7. Gain exposure of franchisor's support structure, system and resources.
8. Best utilization of your time to learn and investigate US franchise opportunities.
9. Guided by experienced franchise consultant with over 16 years of experience with US franchise system.
10. Free Post-trip consultancy advice by franchise consultant.

Mission Focus

Food and Beverage, Education, Services, Lifestyle and Retail brands.

Mission Objectives

- To provide exposure, learning and networking opportunities for Asian investors who are interested in US franchise brands.
- To enable Asian investors to explore and identify various Master Franchise and/or Area Development opportunities for Singapore, Malaysia, Indonesia, Thailand, Philippines, China, Hong Kong and other Asian countries.
- To provide an effective channel for Asian investors to access information and resources of growing franchise brands in US.

Seats available on first come first served basis. **Register Now!**



Organized by **Asia Franchise Networks**
Member of Franchising and Licensing Association of Singapore.
Contact Person: Charlotte Teng Tel: +65 6220 3291 E-mail: charlotte@asiafranchise.net
Direct Link: http://www.asiafranchise.net/2010_US_Mission_Trip.pdf
www.asiafranchise.net

MISSION ITINERARY**
FRANCHISE MISSION TO UNITED STATE OF AMERICA
Los Angeles – Orange County – Washington DC
4 – 13 April 2010

DAY	PROGRAM	REMARKS
Day 1: Sun, April 04	Originating Airport/SIN - LAX Los Angeles – Orange County, Southern California	Flight Details TBC
AM	Mission: Rest & Relax ➤ Depart to Los Angeles ➤ Upon arrival transfer to Orange County, Southern California	Meals On Board
PM	➤ Check-in hotel ➤ Free & leisure	Hotel: Orange County
Evening	➤ Reception Dinner	Dinner
Day 2: Mon, April 05	Orange County, Southern California	
AM	Mission: Visits to franchisors with presentation* arrangement ➤ Assemble for breakfast meeting ➤ Site visits to franchise outlets and/or franchisor's office with presentation Remark: educational/retail/lifestyle brand & F&B brand	Breakfast: Hotel
PM	➤ Site visits to franchise outlets and/or franchisor's office with presentation Remark: educational/retail/lifestyle brand & F&B brand	Lunch
Evening	➤ Premier Shopping Mall visit (http://www.southcoastplaza.com/)	Dinner
Day 3: Tue, April 06	Orange County, Southern California	
AM	Mission: Visits to franchisors with presentation* arrangement ➤ Site visit to franchise outlets* and/or franchisor's office with presentation ➤ Remark: educational/retail/lifestyle brand & F&B brand and lunch at Franchisor's restaurant ➤	Breakfast: Hotel
PM	➤ Site visit to franchise outlets* and/or franchisor's office with presentation ➤ Remark: educational/retail/lifestyle brand & F&B brand	Lunch
Evening	➤ Premier Shopping Mall visit (http://www.shopirvinespectrumcenter.com/)	Dinner
Day 4: Wed, April 07	Orange County – Los Angeles	
AM	Mission: Site visits to franchisors with presentation* arrangement ➤ Check-out from Irvine hotel after breakfast ➤ Site visit to franchise outlet and/or franchisor's office with presentation ➤ Remark: Educational/retail/lifestyle brand	Breakfast: Hotel
PM	➤ Site visit to franchise outlets and/or franchisor's office with presentation ➤ Remark: F&B brand	Lunch
Evening	➤ Dinner ➤ Los Angeles night tour ➤ Check-in hotel	Dinner: Own Arrangement during night tour

** Mission itinerary is subject to change.

Day 5: Thurs, April 08	Los Angeles – Washington DC	
AM	Mission: Rest & Relax ➤ Check-out from Los Angeles hotel after breakfast ➤ Check-out from Los Angeles hotel after breakfast	Breakfast: Hotel
PM	➤ Upon arrival transfer to hotel for check-in	Lunch: Own arrangement
Evening	➤ Shopping Mall visit	Dinner
Day 6: Fri, April 09	Washington DC - IFE	
AM	Mission: International Franchise Expo ➤ International delegates reception by US Commercial Dept. ➤ Attend International Franchise Expo (IFE) 2010 Opening Ceremony ➤ Visit franchise exhibitors at IFE ➤ Attend Franchise Seminars at IFE	Breakfast: Hotel
PM	➤ Visit exhibitors at IFE ➤ Attend Franchise Seminars at IFE	Lunch: Own arrangement
Evening	➤ International visitors reception	
Day 7: Sat, April 10	Washington DC - IFE	
AM	Mission: International Franchise Expo & Franchise Opportunities presentation* ➤ Private presentations by selected franchisors seeking Master Franchisee or Area Developer in Asian countries.	Breakfast: Hotel
PM	➤ Visit exhibitors at IFE ➤ Attend Franchise Seminars at IFE	Lunch: Own Arrangement
Evening	➤ International Franchise Expo (IFE) 2010 Exhibitor party	IFE reception
Day8: Sun, April 11	Washington DC - IFE	
AM	Mission: International Franchise Expo & Franchise Opportunities presentation* ➤ Private presentations by selected franchisors seeking Master Franchisee or Area Developer in Asian countries.	Breakfast: Hotel
PM	➤ Visit exhibitors ➤ Site visit to franchise outlets in Washington DC	Lunch: Own Arrangement
Evening	➤ Premier Shopping Mall visit (http://www.shoptysons.com/ and/or http://www.tysonsgalleria.com/)	Dinner
Day 9: Mon, April 12	Washington DC - Singapore	
AM	➤ Check-out from DC hotel after breakfast ➤ Depart for Singapore in the morning/noon (TBC)	Breakfast: Hotel
Day 10: Tue, April 13	Singapore	
Evening	➤ Arrive in Singapore/ connect to your home country.	

*Objectives: To gain knowledge on the key factors that contributes to the success of a franchise brand.

MISSION COST & DETAILS

Los Angeles – Orange County – Washington DC

4 – 13 April 2010

NO	DESCRIPTIONS	SINGLE	TWIN
1	US Franchise Mission complete package <ul style="list-style-type: none"> • Included International & Domestic flights on economy class, airport tax, surcharge, transportation, accommodations (7/8 nights), selected meals, mission related expenses* & Post Trip Franchise Advisory** • Exclude: Visa Fee (if applicable) 	S\$8,950	S\$7,750
2	US Franchise Mission Land Arrangement <ul style="list-style-type: none"> • Transportation, accommodations (7/8 nights), selected meals, mission related expenses* & Post Trip Franchise Advisory** • Exclude: Visa Fee (if applicable) & International & Domestic flights, airport tax, surcharges. 	S\$6,950	S\$5,750

Remarks: **50% to 60%** of meals are included.

***Mission related expenses:-**

- Rental of seminar rooms & receptions
- Entrance to International Franchise Expo, Washington DC
- Airport transfers and land transportation
- Selected lunches and dinners (50% to 60% of meals for the trip included)
- Consultancy & Event management services

****Post Trip Franchise Advisory:-**

- Complimentary franchise advisory for 3 months, commencing upon date of travel for the mission trip.

Interested participants, please complete and fax the participation form to Asia Franchise Networks at
Fax: +65 6234 0966 or email: charlotte@asiafranchise.net (Tel: +65-6220 3291)

The closing date is **19 March 2010** or subject to seats availability.

Kindly make cheque payments payable to "Asia Franchise Networks" and mail to **9 Shenton Way, #04-05 Singapore Conference Hall, Singapore 068813** OR please wire transfer according to the followings:

Account Name: **Asia Franchise Networks**
 Bank Name: UOB Ltd C/O Far Eastern Bank (Main Branch)
 Bank Address: 156, Cecil Street, #01-00, Far Eastern Bank building, Singapore 069544
 Bank Phone: +65 6221 2263
 Bank Fax: +65 6224 2263
 Bank and branch code: 7199 - 001
 Account name: **Asia Franchise Networks**
 Account no: 501-315-782-1
 Swift code: UOVBSGSG

PARTICIPATION FORM

Los Angeles – Orange County – Washington DC

4 – 13 April 2010

PART 1: PERSONAL INFORMATION		
Name as in Passport		Date of Birth
Passport No.	National ID no:	Gender: <input type="checkbox"/> M <input type="checkbox"/> F
Nationality		Country of Residence
Tel. No.	Mobile No.	Email
PART 2: COMPANY INFORMATION (If applicable)		
Company Name (If applicable)		Designation
Address (office or residence):		Year of incorporation
		Annual Turnover
Tel. No.	Mobile No.	Email
Business Nature		
Your Franchise Business Interest		
Your Geographic territory of interest		

Important Note:

- Please note that information is correct as at date of circulation.
- Please make copies of registration form should you need to register more names.
- Full payments must be settled by **18 March 2010**.
- Payments made not refundable after 18 March, 2010
- Delegates are responsible for own travel and medical insurance.
- The organizer is not responsible for any rejection of departure from your home country or US entry by US Immigration dept.
- The organiser reserves the rights to change / cancel any part of the itinerary.

Signature of Participant

Name:

Date: