

PHILIPPINE FRANCHISE BRANDS GOING GLOBAL

Come to the show that brings together franchisees, franchisors, small businesses and industry players in a forum like no other.

24 - 25 MAY 2025
ICC SYDNEY, DARLING HARBOR

dti BAGONG PILIPINAS PHILEXPORT PHILIPPINE FRANCHISE ASSOCIATION CREATING Enterprises. GENERATING Jobs. since 1995 THE PHILIPPINES MAKE IT HAPPEN

DEPARTMENT OF TRADE AND INDUSTRY

PHILIPPINE TRADE AND INVESTMENT CENTER - SYDNEY

The Philippine Trade and Investment Center (PTIC)-Sydney is attached to the Philippine Embassy and is the representative office of the Philippine Department of Trade and Industry (DTI) in Australia.

Responsible for promoting bilateral economic relations, PTIC Sydney helps export Philippine products to Australia and encourages and facilitates Australian investments into the Philippines.

Companies interested in business with the Philippines are invited to contact PTIC Sydney for advice and assistance.



Emmanuel Niño W. Ang
Commercial Consul

Sydney@dti.gov.ph

DTI - EXPORT MARKETING BUREAU

The Export Marketing Bureau (EMB) of the Department of Trade and Industry is mandated to oversee the development, promotion, and monitoring of Philippine exports. The EMB provides the exporters the enabling environment to make them globally competitive.

The EMB offers comprehensive assistance on all matters related to exports, including guidance on export procedures and documentation, facilitation of business matching, resolution of export trade complaints, market and product consultancy, knowledge processing, and certification of export-oriented enterprises in accordance with the CREATE MORE Act.



Maria Katrina D. Rivera
Director III

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PHILEXPORT

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PHILIPPINE FRANCHISE ASSOCIATION

PHILIPPINE FRANCHISE ASSOCIATION® 30 YEARS
BUILDING SUCCESS TOGETHER

The Philippine Franchise Association (PFA) is a voluntary self-regulating body for franchising in the Philippines. Its members are bound by the Fair Franchising Standards (FFS), the Association's code of ethics, which exhorts members to practice transparency and fairness in the conduct of sale of their franchises. PFA is currently the Secretariat of the Asia Pacific Franchise Confederation (APFC) and a member of the Technical Working Group of the World Franchise Council (WFC), whose task is to create activities that will advance franchising globally. It organizes Franchise Asia Philippines, the biggest franchise show in Asia and one of the biggest in the world.

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A Proud Member of

Asia Pacific Franchise Confederation®

WORLD FRANCHISE COUNCIL

Philippine Franchise Association

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BENCH
Suyen Corporation



BENCH/ is the Philippines' leading homegrown lifestyle and fashion apparel branch that offers premium quality products at affordable prices for every body, for every day.

Throughout the years, BENCH/ has achieved the distinction of setting up shop in over 700 locations in the Philippines and has built a worldwide network of stores and outlets, reaching as far as the United States, the Middle East, and China.

Franchise Fee: (USD) 20,000
Total Investment Package: To be discussed
Royalty: None
Franchise Term: 5 years
Size of Store Outlets/Units: 100 sqm
Partnership Options: Master Franchisee, Distributorship

Contact Information:
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JOLLIBEE

Jollibee Foods Corporation



The Jollibee Group is one of the fastest growing restaurant companies in the world. Its mission is to serve great-tasting food and bring the joy of eating to everyone through its 19 brands with over 9,500 stores across 32 countries.

Jollibee, known for its world-famous Chickenjoy, is the flagship brand of the Jollibee Group. It is aggressively expanding worldwide and is actively looking for franchise partners with capabilities to successfully operate and develop the brand in its priority markets.

Franchise Outlet Fee:
(USD) 30,000 per store
Total Investment Package:
(USD) 500,000 - 1,200,000 per store (depending on the country, store model and size)
Royalty: 5%
Territory Fee: To be discussed
Development Term: 5 years
Size of Store Outlets/Units: 200-500 sqm floor area (depending on store model)
Partnership Options: Area Development Franchise

Contact Information:
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MAX'S RESTAURANT

Max's Group Inc.



Celebrating 80th anniversary in 2025, **Max's Restaurant** has become synonymous with genuine home-style Filipino food, and has become a favorite venue for countless Filipino celebrations.

Max's is a family restaurant, for everyone.

We serve families. (also, Sarap-to-the-bones Fried Chicken & Filipino Signature Dishes).

We champion & preserve world class Filipino-Family values & culture.

The House that Family Built.

Max's restaurant operates more than 200 stores globally including Philippines, US and Guam, Canada, UAE and Qatar.

Franchise Fee: To be discussed
Total Investment Package: (USD) 1-1.5million
Royalty: To be discussed
Franchise Term: 5 year for master franchise area development agreement
Size of Store Outlets/Units: minimum 300 sqm
Partnership Options: Master Franchise

Contact Information:
Contact Person: Ms. Kay Lee
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MIGUELITOS ICE CREAM

Miguelitos International Corporation



Miguelito's has been in the franchising and manufacturing industry for 23 years with more than 600 stores in the Philippines and 50+ branches outside the Philippines. Miguelitos Ice Cream offers less sugar, halal, and vegan soft serve ice creams!

Franchise Fee: (USD) 55,000
Total Investment Package: (USD) 150,000
Royalty: (USD) 5% from Gross Sale
Franchise Term: 5 years (Renewable)
Size of Store Outlets/Units: Minimum of 12 sqm
Partnership Options: Master Franchise, Unit Franchise

Contact Information:
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NAILS DOT GLOW

Nails Dot Glow Phils. Inc.



NAILS.Glow concept came out from the idea of promising glowing nails made from high quality products and highly qualified specialists offered at affordable prices in a luxurious way. Our main service focus is the nail care and foot spa which contribute about 70% of the business while massage, body scrubs, waxing, threading, eye lash extensions, are add-ons on our service menu.

Now with 130 branches in the Philippines and 5 stores in Riyadh, Kingdom of Saudi Arabia.

Franchise Fee: (USD) 20,000
Total Investment Package: (USD) 125,000
Royalty: (USD) 100 per month
Franchise Term: 5 years
Size of Store Outlets/Units: 50-70 sqm
Partnership Options: Unit Franchise

Contact Information:
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ORYSPA

Oryspa Spa Solutions Inc.

ORYSPA®
FEEL GOOD ANYWHERE ANYTIME



Oryspa Spa Solutions Inc. is the first and finest maker of rice bran based spa products in the country that started as a corporation in 2010 and a franchising company in 2011. The mother company Kutitap started in 2000 as a manufacturing company.

A pioneering brand in the health and wellness retail category of the franchising sector in the Philippines. Unlike most health and wellness products in the retail sector to which product distribution is through direct selling, the company expands through franchising.

Oryspa is a well awarded SME in the Philippines bagging the ASEAN Business Awards in Healthcare in 2016. We recently won the Services Excellence Awards for Franchising Services Sector by the government at the National Export Congress 2022.

Oryspa has over 50 outlets in the Philippines and is present in 8 countries.

Franchise Fee:
(USD) 3,300
Total Investment Package:
(USD) 7,900
Royalty: None
Franchise Term: 3 Years
Size of Store Outlets/Units:
Length: 2.4 meters
Width: 1.8 meters (8x6 feet)
Partnership Options:
Direct Investment

Contact Information:
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GRAINSMART CAFE

Grainsmart Corporation



Grainsmart Cafe has about 100 branches in the Philippines that sells healthy and affordable drinks using rice as its main ingredient. It popularized the Grainsmart Rice Coffee in the Philippines - to keep your heart and sugar levels well maintained. It is also available in juices, frappes, and milk teas, too!

Franchise Outlet Fee: (USD) 10,000
Total Investment Package: (USD) 20,000
Royalty Fee: (USD) 100
Store Size: At least 10sqm
Partnership Options: Unit Franchise, Master Franchise, Distributors

Contact Information:
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SHAWARMA SHACK

Shawarma Shack Fast Food Corporation



Shawarma Shack is the largest shawarma chain in the Philippines. We already have 850 plus branches and opening soon in Toa Payoh Singapore. Hoping that we could also bring our delicious, fun, and healthy concept in Sydney, Australia.

Franchise Fee:
(AUD) 85K
Total Investment Package:
(AUD) 250K to 400K
(depends on store size)
Royalty: 4%
Franchise Term: 5 years renewable
Size of Store Outlets/Units:
25 to 60 sqm
Partnership Options:
Unit Franchise, Area Development

Contact Information:
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