



# Franchis



ASEAN 2015



**17-19 September 2015**  
Hall 4, IMPACT Exhibition Center,  
Bangkok, Thailand

**The Best Gateway To Fast-track Your Entry Into The ASEAN Franchise & Licensing Market**

The Most Informative, Valuable & Complete Platform To Best Strategize Your Business Effectively In The ASEAN Franchising & Licensing Market

Expand your Market Presence Into Thailand & the ASEAN Region At The Best Timing With ASEAN Economic Cooperation 2015 Peaking Intra-Regional Trade

Your Best Opportunity To Discover For Yourself The Booming Franchising & Licensing Industry In ASEAN

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## AN EXCELLENT OPPORTUNITY TO DISCOVER & VENTURE INTO THE BOOMING FRANCHISING & LICENSING INDUSTRY IN ASEAN

CO-LOCATED WITH RETAILEX ASEAN 2015 INCORPORATING FRANCHISEX ASEAN 2015

A dedicated platform for the franchising & licensing industry in the ASEAN region

FranchisEX ASEAN 2015 is your gateway to the ASEAN Economic Community - Reaching out to a huge market of highest growing potential among emerging markets in the world. The ASEAN economy will double by 2020, with the nominal gross domestic product of the regional bloc increasing from US\$2 trillion in 2012 to US\$4.7 trillion.

RetailEX ASEAN 2015 provides the best trade platform incorporating FranchisEX ASEAN 2015, offering a dynamic platform for franchisors and franchisees to network, local and international industry leaders to share experiences as well as business solution providers to establish contacts with business owners and aspiring entrepreneurs.

FranchisEX ASEAN 2015 is the "THE" platform to guarantee your successful entry into the ASEAN Franchise & Licensing industry.

### ASEAN Franchise & Licensing Market

When it comes to international franchise expansion, Southeast Asia is one of the world's most active markets. International franchisors historically have turned to English-speaking nations like the United Kingdom and Australia, or large, fast-growing economies such as China and India for growth. But more and more companies now are turning to the countries in the Association of Southeast Asian Nations (ASEAN) : Indonesia, Thailand, the Philippines, Malaysia, Singapore, Vietnam, Myanmar, Brunei, Cambodia and Laos. With the upcoming ASEAN Economic Community in 2015, The ASEAN countries are prime targets for franchise expansion thanks to their dense populations and fast-growing economies. The region is home to more than 600 million people and a collective gross domestic product that already exceeds that of India. Be it the B2B or B2C sectors, the interest in the ASEAN market has reached a new peak.

One prime example is the worldwide franchisor of more than 560 FASTSIGNS sign, graphics and visual communications centers in eight countries which is specifically targeting Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Brunei, Cambodia, Myanmar and Laos for master franchise partners and area developers. "Expansion to Southeast Asia is a natural progression for the growth of our brand," FASTSIGNS Chief Executive Officer Catherine Monson stated. "There are great opportunities for FASTSIGNS in these markets due to their large B2B sectors and high demand for our products and services. Every business needs signage and marketing support to help inform, direct and sell more, and we're looking to be the ones to fill this void."



## Thailand Franchise & Licensing Market

### THAILAND FRANCHISE MARKET

Thailand's franchise industry has been expanding approximately 20 percent annually and is expected to grow further. This is mainly driven by young aspiring entrepreneurs who favor the franchise model. Currently, there are 368 franchisors in Thailand. The number is expected to reach 460 over the next three years.

Franchises have a majority share of the import market segment. Well-known franchises include McDonalds, Burger King, Starbucks, Au Bon Pain, KFC, Pizza Hut, Krispy Kreme, Baskin Robbins, A&W, Subway, Outback Steak, Sizzler, Dunkin' Donuts and Gymboree. Most successful franchise brands have been in the food service sector, non-food brands, such as child development centers, and education and car-detailing services have also experienced success.

As a global tourist destination, Thailand offers good opportunities for franchising. The country's growing affluence and a consumer base with a preference for a better lifestyle will further enhance growth potential of franchises. In addition to offering products or services that are well-received by local consumers, a local partner is one of the key success factors.



## FranchisEX ASEAN 2015 Show Information

### Retail Franchise & Licensing Prospects – “Be Your Own Boss”

Specially presenting this expo with useful tips and information such as start-up costs, growth trends and training for preparatory of your own franchise retail store or kiosk. Explore the extensive list of businesses in the market along with interesting business ideas and opportunities.

For franchisors, this is the best possible opportunity for you to present to the Retailing industry in ASEAN and map out the future of your franchise business with us at the hub of the ASEAN Franchise & Licensing industry.



<b>Date &amp; Time:</b>	17- 19 Sept 2015/ 10.00- 18.00
<b>Exhibition Venue:</b>	IMPACT Exhibition & Convention Centre, Bangkok
<b>Total Exhibition Area:</b>	5,000 Sqm
<b>Admission:</b>	Registered Admission (3-Day Trade)
<b>Expected No. Of Participants:</b>	Over 100+ Exhibiting Organisations
<b>Expected Visitorship:</b>	Over 10,000

## EXHIBIT PROFILE

### Franchise Product & Service Categories

- Accounting / Tax Services
- Adult Education
- Apparel / Shoes & Bags
- Associations
- Bakery / Confectioneries / Snacks / Specialty Food
- Beauty / Spa
- Beverages / Ice Cream / Yogurt
- Business Coaching & Training
- Childcare / Child Development
- Computers / Electronic Products
- Consultancy Services
- Convenience Stores
- Entertainment & Games
- Fast Food / Restaurants
- Franchise Suppliers / Retail Equipment & Technology
- Gifts / Stationery
- Health & Fitness
- Home Furnishings / Furniture
- Homewares / Storage Products
- Internet / Online Services
- Jewellery / Fashion Accessories
- Laundry Services
- Legal Services
- Printing Services / Printer Consumables
- Land Banking / Real Estate / Shopping Malls
- Senior Care Services
- Sign Products & Services



### License Property and Service Categories

- Business Marketing Services
- Character
- Consultancy Services
- Education
- Fashion / Design / Retail
- Legal Services
- Printing
- Trademark & Brand
- Etc



## VISITOR PROFILE

- Franchisee
- Food and non-food retail
- Consumer and capital goods industry
- Fashion retailing/ fashion industry
- Beauty & Fashion retailing industry
- Convenience store/ supermarket
- Department store
- Shopping mall and property management
- Wholesale
- Shop fitting and store designer



## Why Exhibit in FranchisEX ASEAN 2015

- **Co-located with RetailEX**, there is great Synergy with the prominent retail nature of RetailEX which further enhances the attractiveness of franchisors in FranchisEX to visitors.
- **Thailand's economy** and business environment is highly attractive and favorable with the highest number of international franchise brands in ASEAN
- **A high 20% yearly** growth of the franchise industry in Thailand which is the hub of the franchise market in ASEAN
- **Key highlight** by international investors as a key business opportunity in the ASEAN market with AEC 2015 incoming
- **An estimated 10,000 visitors** from the ASEAN retailing industry which promises a high return on investment for exhibiting franchisors
- **A dedicated Hosted VIP Buyer program** which promises to bring in the biggest buyers in the ASEAN retail, Franchising & Licensing industry and provides enormous business opportunities to franchise exhibitors
- **Co-organised with the Thai Retailers Association** to make this the key Franchise & Licensing Trade show in Thailand & ASEAN with the support of other regional retail, franchise & licensing organizations



## Why Visit FranchisEX ASEAN 2015

### Network with counterparts from the industry

- More than 10,000 retail professionals from over 30 countries are expected to attend FranchisEX & RetailEX annually. The networking opportunities for you to meet and share ideas with other decision makers especially our 100 VIP Buyers under our hosted VIP Buyer program promise the ultimate networking opportunity for you to discover the unlimited potential of the Franchising & Licensing industry for your business.

### Be at the forefront of Education & Standards in your foray into the Franchising & Licensing business

- To help you adapt to and succeed in the ever changing Franchising & Licensing environment, 3 days of professional seminars will be conducted by professional speakers from worldwide to keep you updated with the latest Franchising & Licensing trends worldwide. Our professional seminars also cover trend topics, such as eCommerce, social media, luxury & design trends, senses marketing, audio visual merchandising and many more which will further enhance the potential growth of your future business in the Franchising & Licensing industry.

### Explore and discover one of the fastest growing business sector in FranchisEX

Co-located with RetailEX, FranchisEX showcase an array of established as well as up & coming franchisors which is one of the fastest growing business sectors in Southeast Asia. This could be the next growth area for your retail business in scaling new heights by achieving greater market expansion and penetration through investing in easily manageable business models which have long proven to be key gateways to easier entry of key markets globally.

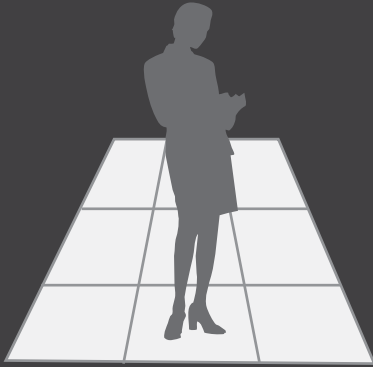
## Cost Of Participation

### OPTION 1 : USD 300 PER SQM

#### RAW SPACE (MIN.36 SQM)

Customize your own ideal booth and showcase your product / Service in the most suitable setting. This one of a kind creation will surely be recognized and make your product/Service stand out.

- Price Includes general security & cleaning services
- Free standard entry in show directory:150 words & full contact details



#### NOTE :

CORNER CHARGE For Standard Shell Scheme & Raw Space:

\*Charges for open sides: 150 USD per additional open side

### OPTION 2 : USD 340 PER SQ.M.

#### STANDARD SHELL SCHEME BOOTH (STANDARD FURNISHED BOOTH MIN. 12 SQM)

Professional and convenience in usage yet modern look that suits the overall vibe of the exhibition.

Price Includes the rental of ready-built stand, carpet, fascia name board, lightings, 5 amp powerpoint, chairs, rubbish bin, info counter (Furniture package varies according to stand size)

- General security & cleaning services
- FREE standard entry in show directory: 150 words & full contact details



## CONTACT US

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## SPONSORSHIP PACKAGES AVAILABLE

Lanyard Sponsorship	USD5,000
Show Bags Sponsorship	USD5,000
Show Banner Sponsorship	
• Excludes production of banner and rigging cost	
• Location of banner subject to availability and approval	USD2,000
"YOU ARE HERE" Locator Displays	USD3,000
PRESS Room Sponsorship	USD2,500

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