

FRANCHISING & LICENSING ASIA 2022

**BACK TO IN-
PERSON
PHYSICAL
EXHIBITION**

Presented By: Organised By:



27 - 29 Oct 2022, Marina Bay Sands

4 Reasons To Partner Us

- **Advance** your business and brand internationally by meeting up with qualified profiles, which will potentially become your future franchisee through our event
- **Elevate** your fame and enhance your image via our attendees, database and event listing
- **Expose** your concept and competitive advantages which emerge from others and put forward your assets through listing and business matching
- **Optimise** your network organisation by meeting with industry experts and share your success story to key franchise players via our curated program and conferences

Key Activities

Guarantee Business Matching

Leave your meeting to us - Our business matching team will pre-qualify potential franchisee with close to 70% - 90% matches to your franchise requirements and schedule meeting for you virtually

Business Speed Dating

Engage in an extremely time-saving and effective way of making professional contacts. Each company will be meeting up with individual attendees and make as many relevant connections as possible to identify their interests and connect offline

Discovery Day

Providing an exclusive access to behind-the-scene tour featurette of the business concept from design, setup, operations, storage, in-action, etc.

Fresh Brand Showcase

Present your brand through engaging video via social media to interact with mass community and qualify your potential franchisee through communication

VIP Buyers Programme

Access to exclusive meeting and networking sessions with our group of qualified buyers.

Conferences & Workshop

Featuring 50+ speakers from both inside and outside the industry to share knowledge and market insights. It is curated content for learning and growing, not another sales-pitch.

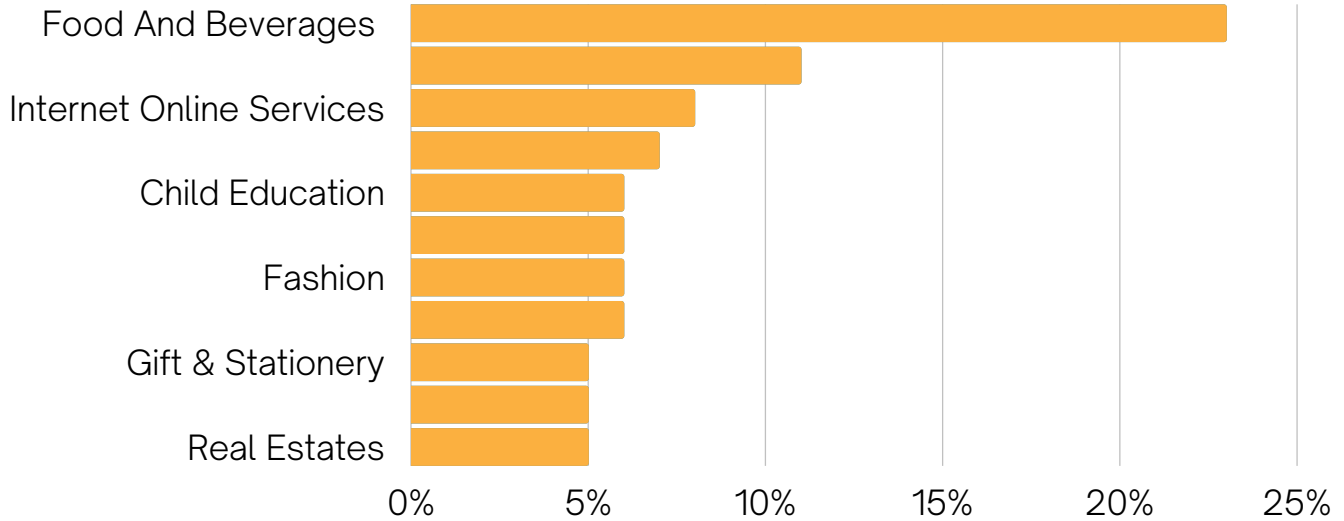
Theme

The Great Comeback

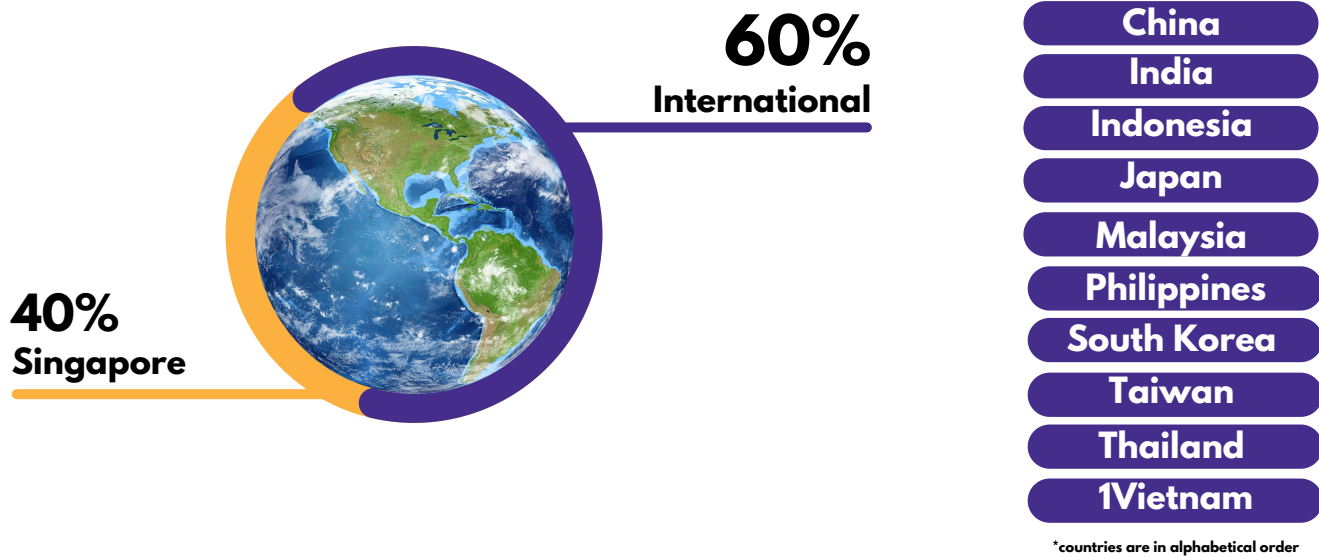
As the world recovers from the COVID-19 pandemic, it is an important time for businesses to seek out and seize new opportunities to stay relevant and prosper in the franchise & licensing scene. Some companies have pivoted to create new products & services, while others have adapted their business schemes to suit the ever-changing market environment. These strategies will enable businesses to stay resilient and bounce back so as to achieve The Great Comeback.

Quick Facts

Top 7 franchise categories that attendees are interested in:

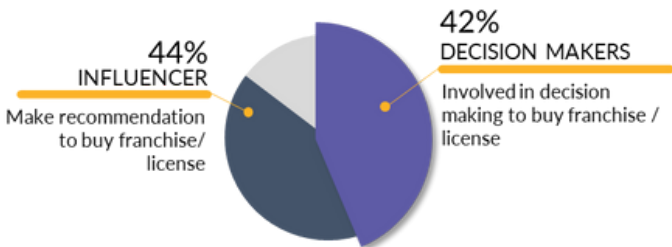


Top 10 Countries of attendees*

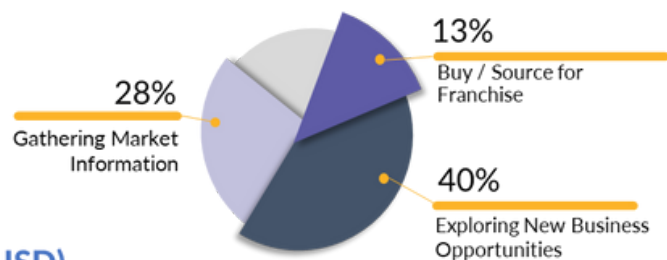


Questionnaire to attendees (multiple answers):

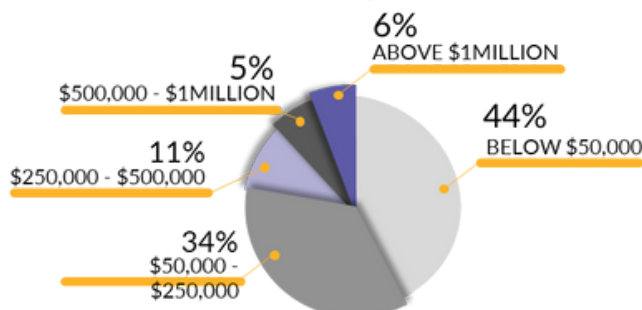
Involvement In Decision Making



Purpose of Visits



Investment Budget (In USD)



Targeted Exhibitors

Franchisor

Corporations that conduct businesses with franchise systems (franchisors) will seek franchisees and promote their business.

- Franchise/ Food and beverages
Fast food, restaurant, pub, food delivery, bakery, café, home delivered food, asian or western food, coffee machine.
- Franchise/ Retailing
Convenience store, supermarket, discount outlet, hardware store, delivery specialty shop, cosmetic.
- Franchise/ Service
Nursing care services, cleaning services, hair dressing and beauty, exercise machine, gym, printing, leisure service, lease and rental, language school, health and wellness, other service.

Franchise support service, Consulting, Information service, Publication

Corporate will promote and expand sales channels of products, services, systems and location strategy for franchise and distribution industry, including food service, retail, and service businesses. Corporations dealing with franchise-related consulting, affiliating advisement, information service and publication will seek new clients and conduct corporate PR

- Franchise support service
Introduction of products, facilities and system, services for franchisors
- Information providing services for store development and locational strategy
- Consulting
- Franchisor establishment, affiliation, overseas expansion, and others
- Franchise Information service and Publication

The Presenter

Franchising and Licensing Association (Singapore)



**Franchising and Licensing
Association (Singapore)**

Franchising and Licensing Association (FLA Singapore), one of the founding members of the World Franchise Council, was established in 1993 with the mission to nurture and develop Singapore's franchising industry. Through its partnership with Singapore government agencies and international franchise and license bodies, FLA Singapore also assists its members in their international development programmes.

Promotional Campaign 2021

Singapore Press Holding

The exhibition will be effectively advertised and promoted through Singapore Press Holding, the Asia Pacific well-known media company in Singapore. Among them are Straits Times, Lian He Zhao Bao & Business Time

November trade show on franchising to go virtual

Cara Wong

An annual trade event for people in the franchise business will go virtual this year, with an online "exhibition hall" and vendor stands that they can visit with a click of the mouse.

The three-day Franchising and Licensing Asia event, which brings together businesses, entrepreneurs and investors in the franchising industry, will be held from Nov 18 to 20, between 10.00am and 6.00pm.

These details were announced on Tuesday at a virtual press conference by the event's organiser Sphere Exhibits, a wholly owned subsidiary

of Singapore Press Holdings.

People who have registered for the event can access a website on franchising and visit virtual exhibition.

To find out more about the different franchise businesses, they can click on the different exhibitor tabs. They can also communicate with the exhibitors by using a live text function or video call function on the virtual exhibition website.

Exhibitors will be able to upload relevant documents for people to download, like the franchise licence application form or the company's website.

Confirmed exhibitors include convenience store chain 7-Eleven, signage chain Signarama and The



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Mr Andrew Khoo, president of the Franchising and Licensing Association (Singapore), said the virtual exhibition opens up new possibilities.

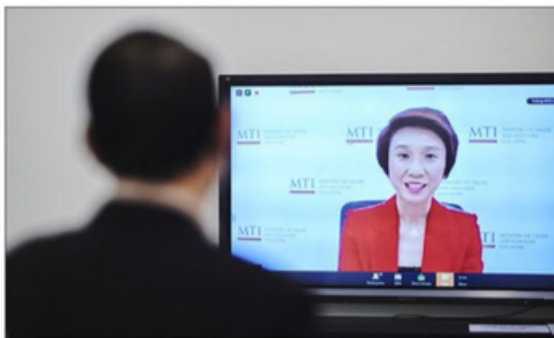
"We are no longer restricted by geography as the entire world is now the target audience."

"Exhibitors can engage with international and local attendees through live chats, video calls, webinars, and business matching facilities from the comfort of their own homes without having to worry about travel restrictions or health and safety concerns," he said.

Mr Chua Wei Pheng, chairman of Sphere Exhibits, added that, as the event organiser, it is Sphere Exhibits' responsibility to adapt and move with the times.

"We understand that with change comes uncertainty. Even though this uncertainty, our ability to adapt will not be deterred," he said.

Registration for the virtual event is open at www.franchiseasia.com, and admission is free. www.sphereexhibits.com.sg



"Franchising and licensing are key modes of internationalisation that can help companies capture growth opportunities, expand and diversify revenue streams. This is critical in making businesses more resilient to the unforeseen uncertainties caused by the pandemic."

Ms Low Yen Ling

Minister of State for Trade & Industry

Official Website

Engaging website showcase key exhibition information, exhibition center and recorded conference & webinars

Home

Exhibition

For Visitors

Educational Conference

Recorded Webinars

For Exhibitors

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Media Centre

FLAsia 12-13 NOVEMBER 2021 SINGAPORE

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Chicken

Topokki

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Note from the Editor 编辑的话



Albert Kong 江进兴
Editor

The life cycle of Fortune 500 companies is 40 years. Most European and American companies have a life cycle of 12.5 years, while the average life cycle of companies in many developing countries is less than 5 years. This not only reflects the lack of competitiveness of these companies, but also reflects the reality of lack of leadership in these companies.

Napoleon once said, "There are only bad generals and no bad soldiers." It is difficult to win a battle without a good commander. For an enterprise, leadership is of course also very important. Jack Welch said: "Leadership is more important than strategy." Without excellent leadership, there will be no excellent execution!

James Kouzes and Barry Posner repeatedly emphasized in their book "The Leadership Challenge (1997)" that "leadership, a human behavior that plays an important role in the development of history, and no matter the circumstance, the essence remains the same. Kouzes and Posner summarise their program about what leadership is, and what they believe are the Five Practices of Exemplary Leadership[®]:

1. Model the Way
2. Inspire a Shared Vision
3. Challenge the Process
4. Enable Others to Act
5. Encourage the Heart

In franchising, leadership, too, is vital for the network to survive and thrive, especially during this trying period.

Asiawide Franchise Consultants (AFC) is thrilled, in spite of the challenging environment posed by the pandemic, to have added three more strategic partners to its

worldwide network of franchise consultant partners: 1) Croatia - Dr. Ljiljana Kukac; 2) France -- Louis Malta-Bey; 3) Pakistan -- Muhammad Naeem Younas. It is hoped that with more quality partners, AFC will be able to provide its clients around the world even better service so that their customers can achieve their objectives in a more efficient manner.

世界500强企业的寿命周期是40年, 欧美企业大部分是12.5年, 而许多发展中国家企业的寿命周期平均不到5年, 这不仅反映出这些企业竞争力不强的问题, 更反映出这些企业领导力欠缺的事实。

拿破仑曾经说过“只有糟糕的将军, 没有糟糕的士兵”, 如果没有一个好的统帅是难以打赢战役的。对于一个企业来说, 领导力当然也是十分重要的。杰克·韦尔奇说:“领导力比战略更重要”, 没有卓越的领导力, 就不会有卓越的执行力!

詹姆斯·库泽斯和巴里·泽纳纳在《领导力》一书反复强调,“领导”这个在历史发展中扮演着重要角色的人类行为, 其内核始终如一, 万变不离其宗。以下是卓越领导应具备的五种习惯行为——以身作则, 共启愿景, 挑战现状, 使众人行, 激励人心。

经营特许经营也一樣, 领导力对于整个网络的生存和发展也至关重要, 尤其在这个艰难时期。

尽管新冠肺炎疫情带来了非常挑战性的环境, 但亚洲特许经营顾问公司(AFC)也为其全球特许经营合作伙伴网络中又增加了三个战略合作伙伴而感到兴奋: 1) 克罗地亚-Ljiljana Kukac博士; 2) 法国-路易·马尔塔-贝(Louis Malta-Bey); 3) 巴基斯坦-穆奈姆·尤纳斯Muhammad Naeem Younas, AFC希望继续吸引更多优质的合作伙伴, 为全球的客户提供更好的服务, 从而使各个客户能够更有效地实现其扩充市场目标。

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POLAR
FRUIT & CREAM

FLA Singapore 2021 AGM

The Franchising & Licensing Association (FLA) Singapore conducted its AGM at the Singapore Recreation Club on March 20th, 2021.

42 representatives from various companies attended the meeting. All matters on the agenda were unanimously approved by voting members.

President Andrew Khoo gave out certificates of membership after three invited speakers shared valuable information with the audience. The invited speakers include: Andy Leck (Baker McKenzie), Hong Kwan Tong (SPFA) and Song Sang Wun (CMB Private Banking).

来自新加坡的42名代表参加了会议, 议程上所有的事项均获得与会成员的一致通过。

在会议演讲环节, 三位受邀的演讲嘉宾分享了宝贵的信息, 嘉宾包括安德鲁 (Andrew Khoo) 颁发了会员证书, 安德鲁的演讲嘉宾包括: Andy Leck (Baker McKenzie/德勤), Hong Kwan Tong (SPFA) 和 Song Sang Wun (CMB私人银行)。

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