

35 companies shortlisted for franchise awards

THE Malaysian Franchise Association and the Ministry of Domestic Trade and Consumer Affairs will jointly host the Malaysia Franchise Awards (MFA) 2019 to be held at the Royal Chulan Hotel tomorrow.

A total of 35 finalists from 17 categories were announced at a press conference held at the Seri Pacific Hotel on Sept 27.

MFA vice chairman Datuk Zahriah Abd Kadir said the new awards introduced this year are – the Best Reporter Award and Best Franchise Industry Article Award under the best media category and best student's business plan award for undergraduate students under the open category.

Ministry of Domestic Trade and Consumer Affairs' Franchise Development Division director Shamshuzaman Sulaiman said a total of 899 franchise companies have registered with the ministry as of Aug 31, under the food & beverage, education and service categories.

"The objective of MFA 2019 is to recognise franchise industry players and to serve as a benchmark of excellence in the industry.

"The government has drafted many programmes to boost the franchise sector including having promotions in foreign countries," he said.