

Malaysian companies join largest franchise trade show in ASEAN

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BANGKOK (July 12): Seven Malaysian franchise companies are participating in Thailand's largest franchise, licensing and business opportunities show in ASEAN to promote home homegrown brands.

The companies, popular brands in Malaysia, are The Manhattan Fish Market, MuzArt, Celmonze The Signature, Laundrybar, Saudagar Kurma S.A.G, Q-Dees and Ibu Sayang, who are also showcasing their products and services at the expo here.

The trade show, the Thailand Franchise & Business Opportunities (TFBO) 2019, started yesterday and ends on Sunday at the Bangkok International Trade and Exhibition Centre (BITEC).

The TFBO is one of the three annual international trade shows under one roof, organised by Kavin Intertrade Co Ltd. The other two are the Thailand Retail, Food & Hospitality Services (TRAFS) 2019 and ASEAN Retail 2019.

The three-in-one trade show is expected to generate sales of about 500 million bahts and attract 25,000 visitors.

A total of 395 exhibitors from more than 20 countries with 5,000 products, as well as 10 country pavilion from six countries, namely Malaysia, South Korea, China, Taiwan, Italy and India are involved in the event.

The Deputy Secretary General (Domestic Trade) of Malaysia's Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) launched the Malaysian Pavilion at the TFBO here today.

It is the second Franchise Expansion (FE) mission this year organised by KPDNHEP to promote the Malaysian franchise industry.

Three agencies under the KPDNHEP, the Companies Commission of Malaysia, Property Corporation of Malaysia (MyIPO) and the Malaysia Franchise Association are also participating in the trade show.

In a statement, the KPDNHEP said a business presentation and business talk as well as networking sessions with local industry players was also held.

"The KPDNHEP delegation took the opportunity from the sessions to secure the cooperation and support to develop the Malaysian franchise industry from the aspect of the business model.

"This was alongside exploring opportunities to open up the local market to Malaysian franchise companies," it added.

