

MRCA teams up with Beijing MXJ

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By: Bernama

KUCHING: The Malaysia Retail Chain Association has embarked on a strategic collaboration with Beijing MXJ Information Technology Co Ltd, a representative from the China Chain Store and Franchise Association.

According to a statement from the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP), the collaboration aims to enhance trade cooperation and development in the franchise industry and retail sectors in Malaysia and China.

It said the Memorandum of Understanding was signed at the China Franchise Expo (CFE) 2019 in Shanghai, China, witnessed by KPDNHEP Deputy minister, Chong Chieng Jen.

Chong is currently leading an international franchise trade mission in conjunction with the CFE – one of the biggest franchise expo in the Asia Pacific region – held from Aug 23-25.

The trade mission comprised representatives from the Intellectual Property Corporation of Malaysia, the Companies Commission of Malaysia and the Malaysian Franchise Association, as well as nine homegrown franchise brands, including the Manhattan Fish Market and Marrybrown.

KPDNHEP said there are currently 12 Malaysian franchise brands operating 278 outlets in China. “The franchise business is an important sector in our country’s economy as it contributed RM30.3 billion towards our country’s gross domestic product in 2018.

“For the first half year of 2019, the sales of retail and wholesale sectors amounted to RM112.3 billion,” it added. – Bernama