THE LARGEST ANNUAL FRANCHISE EXHIBITION IN SOUTHEAST ASIA!

30th International Franchise Exhibition and Conference

FRANCHISE INTERNATIONAL MALAYSIA 2023

18th – 20th May 2023

Hall 6, Kuala Lumpur Convention Centre (KLCC) Kuala Lumpur



FRANCHISE MALAYSIA

Co-organisers:

MINISTRY OF DOMESTIC TRADE AND COST OF LIVING

MFA

Sponsors:

OLD TOWN WHITE COFFEE

mokti's

Endorsers:

WORLD FRANCHISE COUNCIL

Asia Pacific Franchise Confederation

MATRADE

myfim.my



"Your springboard to business success!"

FRANCHISE INTERNATIONAL MALAYSIA (FIM) 30th edition-Exhibition & Conference is an annual franchise event officially organized by the Malaysian Franchise Association (MFA) together with the Ministry of Domestic Trade and Cost of Living (KPDN). It's an exciting experience both exhibitors and visitors alike. Exhibitors will showcase and display exciting products, collaborative services and franchising in a stable platform. The 30th edition of the Franchise International Malaysia 2023 (FIM2023) is exclusively brought to you with participation from more than 100 locally and internationally industry-leading franchise brands.

FIM2023 is definitely your excellent opportunity for business success!

Why FIM2023?

- It is the largest franchise show in Southeast Asia.
- The only franchise event in Malaysia endorsed & recognised by Ministry of Domestic Trade and Cost of Living (KPDN), World Franchise Council (WFC) & Asia Pacific Franchise Confederation (APFC).
- Reach out to potential franchisees nationwide.
- The gateway to international expansion.
- Business and top-line brand exposure & recall
- Provide a conducive franchise business ecosystem.
- A solid platform for accelerated franchise growth nationwide and regionally.

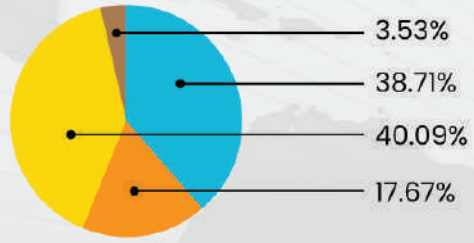
FIM2023 Programs

- Exhibition
- International Conference
- In-Buying Mission
- Franchise Pit-Stop
- MOU Ceremony
- Franchise Leads
- Business Forum
- Edutainment

Why Choose Malaysia?

- Franchise **friendly Government**
- **Well-documented** business operations and effective training programme
- **Licensed business** under the Franchise Act 1998
- **Protection on Intellectual Property** and rights
- **Solid and successful** business with proven track record

Visitors Expectation (FIM2022)



- Survey & Buying Franchise Business
- Looking for B2B Business Opportunities
- To Get More Information About Franchise
- Attending Others Activities

Participating Countries (FIM2022)

USA, Australia, Singapore, South Korea, Malaysia, Japan, Italy, Indonesia, Taiwan



TOP 5 Exhibitors by Sectors (FIM2022)

1. **Food & Beverages**
   Fast food | Restaurant | Confectionery Dessert
2. **Services & Maintenance**
   Automotive Products & Services | Laundry Cleaning & Fascilities Management Services
3. **Education/ Consultation**
   Child Care | Primary & Secondary Education | Enrichment Center | Consulting
4. **Health & Beauty**
   Beauty | Fashion | Fitness | Cosmetics | Healthcare | Pharmacies
5. **Retailing**
   Convenience Store | Jewellery Woman Accessories | Boutique Clothing | Shoes | Eyecare & Eyewear

TOP 5 Visitor's Preferred Sectors (FIM2022)

1. **Food & Beverages**
   Fast food | Restaurant | Confectionery Dessert
2. **Education/ Consultation**
   Child Care | Primary & Secondary Education | Enrichment Center | Consulting
3. **Services & Maintenance**
   Automotive Products & Services | Laundry Cleaning & Fascilities Management Services
4. **Health & Beauty**
   Beauty | Fashion | Fitness | Cosmetics Healthcare | Pharmacies
5. **Retailing**
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Visitors & Business Value (FIM2022)

- **USD 125 Million Business Transaction**
- **14,463 Visitors**

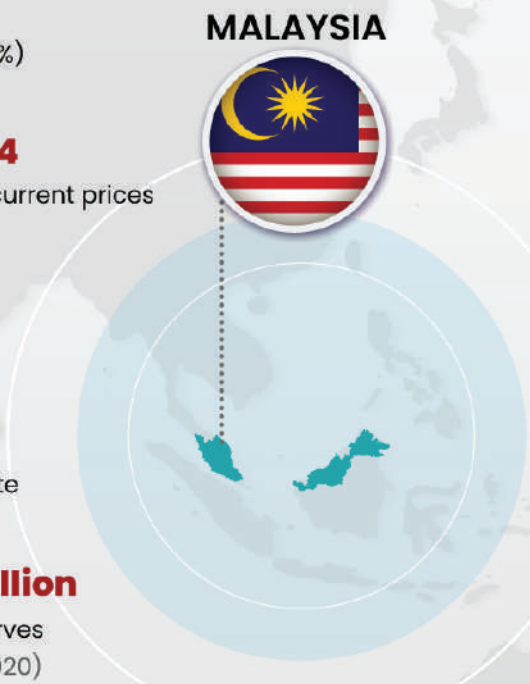
Malaysia Facts

- 330,00 km² (127,000 m²) 500 industrial estates
- Population 32.7 million (2022)
- Ringgit Malaysia (RM) which is divided into 100 sen.
- Business English is widely used. The multilingual population is fluent in Malay, English, Mandarin, Hindi and Tamil.

Source by Malaysian Investment Development Authority

Malaysia Key Economic Indicators (2021):

- **USD370.6 Billion**
  Gross Domestic Product (GDP)
  USD351.9 (2020)
- **3.1%**
  Real GDP Growth (%)
  -5.5% (2020)
- **USD11,043.4**
  GNI per capita at current prices
  USD10,581.4 (2020)
- **2.5%**
  Inflation (%)
  -1.2% (2020)
- **4.6%**
  Unemployment rate
  4.5% (2020)
- **USD116.9 Billion**
  International Reserves
  USD107.6 Billion (2020)



Source by Malaysian Investment Development Authority

National Summary Data Page for Malaysia

SDDS Data Category and Component	Unit Description	Observations		
		Period of Latest	Latest Data	Data for previous period
Wholesale and Retail Trade, Accomodation and Restaurants	RM million	Q3/22	90,940	83,434

Source by Central Bank of Malaysia

EXHIBITION SPACE - RAW SPACE

PACKAGE (EXCLUSIVE & STANDARD) : 3M X 6M (18sqm)

Space Includes:

+ Space rental & build your own shop concept
+ One (1) 13 Amp power point
+ Company listing in the show directory
+ One (1) slot in pit-stop session
+ One (1) social media post
+ Two (2) seats in reception night
+ One (1) seat in international conference

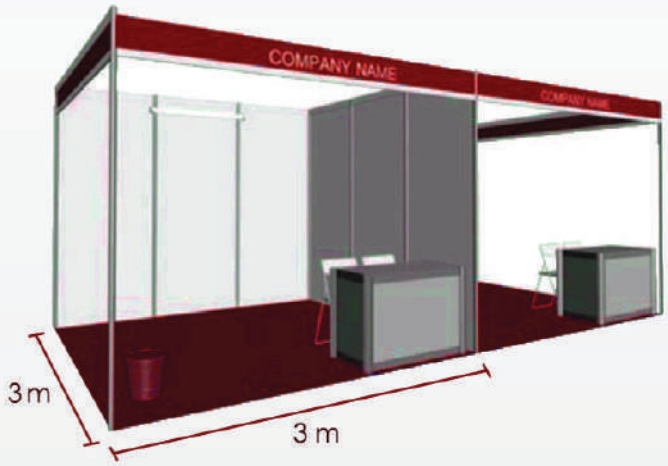


EXHIBITION BOOTH - SHELL SCHEME

PACKAGE [EXCLUSIVE, STANDARD : 3M X 3M (9sqm)] [JUNIOR: 2M X 3M (6sqm)]

Booth Includes:

+ Standard partitions 3m (L) x 3m (W) x 2.4m (H)
+ Fascia board with company name
+ Carpeted floor
+ One (1) 13 Amp power point
+ One (1) standard information table
+ Two (2) standard chairs
+ One (1) wastebasket
+ Two (2) standard fluorescent light
+ Company listing in the show directory
+ One (1) slot in pit-stop session
+ One (1) social media post
+ Two (2) seats in reception night
+ One (1) seat in international conference



PARTICIPATION FEE

Package	Price (USD)	Please Tick (/)
Standard Booth (9 sqm)	3,500	
Raw Space (18 sqm)	4,900	

**T&C apply*

BOOK YOUR SPACE NOW!

FranchiseMY | myfranchise | FranchiseMalaysia | Malaysian Franchise Association | franchisemalaysia | MyFranchise Hub | www.mfa.org.my

myfim.my/exhibitor

For more information, please contact us via e-mail fim@mfa.org.my or telephone +603-6241 4141

EXHIBITION SPACE ORDER FORM

FRANCHISE INTERNATIONAL MALAYSIA 2023

EXHIBITION & CONFERENCE

18th – 20th May 2023

HALL 6, KUALA LUMPUR CONVENTION CENTRE (KLCC)
KUALA LUMPUR, MALAYSIA

1) EXHIBITOR DETAILS

Please Tick (✓) : ☐ FRANCHISOR ☐ MASTER FRANCHISEE ☐ OTHERS : .....

BRAND NAME : .....

COUNTRY OF ORIGIN : .....

COMPANY : .....

ADDRESS : .....

.....

.....

POSTCODE : ..... COUNTRY : .....

TEL : ..... FAX : .....

E-MAIL : ..... URL : .....

MALAYSIAN FRANCHISOR, ROF NO. : ..... MFA MEMBERSHIP NO. : .....

2) EXHIBITION SPACE COST

Please Tick (✓) on the appropriate box.

Package	Price (USD)	Please Tick (/)
Standard Booth (9 sqm)	3,500	
Raw Space (18 sqm)	4,900	

15% OFF **INTERNATIONAL EARLY BIRD UNTIL 28th FEBRUARY 2023**

BOOTH NUMBER : ..... (Please refer to the floor plan) Dimension of Space : ..... sqm

For Further Information & Registration

MALAYSIAN FRANCHISE ASSOCIATION

J-2-1, Boulevard Business Park Jalan Kuching, No. 115, Jalan Kepayang, Off Jalan Kuching, 51200 Kuala Lumpur

Tel: (+603) - 6241 4141

E-mail: fim@mfa.org.my | Website: www.mfa.org.my

REGISTRATION & PARTICIPATION

1. Kindly fill up the form (Exhibition Space Order Form as attached) and return it to the organizer;
2. FIM participation would only conclude with payment and proof of deposit payment slips.
3. The organizers have the approval right to change booth location due to business exigencies as stipulated.
4. Exhibitors are not allowed to sell, lease or transfer partly/whole displays to any 3rd parties, which will void the participation entirely.
5. The organizers has the approval right to cancel the participation: if the products/services are deemed unsuitable for display, does not conform to safety regulations or have un-approved licence.

CANCELLATION POLICY

1. Cancellation made by exhibitors.
   - Please provide an official reason for the cancellation.
   - A 50% refundable deposit on the payment paid three (3) months prior to the exhibition timeline.
   - DEPOSIT IS NON-REFUNDABLE if the cancellation is effected within three (3) months of the exhibition timeline.
2. Cancellation made by the organizer.
   - The organizer shall provide reasons for the exhibition postponement or cancellation.
   - In event of postponement, there would not be any refund. Another suitable date would be informed.
   - In event of cancellation of the exhibition, the organizer shall refund part payment less administrative cost.
3. Force Majeure/ Emergency Situations
   In force majeure situations, extreme incidents that would have a profound effect or result in the cancellation of the exhibition such as natural disasters, heavy flooding, strikes, riots, demonstrations or anything beyond the organizer's capabilities, the organizers would not be held

**MFA has the right to change the terms without prior notice in event of business exigencies.*

3) CONFIRMATION & METHOD OF PAYMENT

Term of Payment
1. 50% - Payment upon confirmation based on actual price.
2. 50% - Full settlement before **18th April 2023.**
3. To be entitled to a 15% early bird discount, a 50% deposit must be paid.

Payment Option
1. Cheque/ Bank Draft
2. Online Payment / Telegraphic Transfer

Beneficiary Details

Company Name : **PERSATUAN FRANCAIS MALAYSIA / MALAYSIAN FRANCHISE ASSOCIATION**
Beneficiary Bank : **MALAYAN BANKING BERHAD**
Account Number : **5640-1670-9808**
Bank Address : **Menara Maybank, 100 Jalan Tun Perak, 50050 Kuala Lumpur, Malaysia**
Swift Code : **MBBEMYKL**
Business Registration : **196394**

**** Notes:**
- Please fax your proof of payment to **+603-6241 1551** or e-mail at **fim@mfa.org.my** for your payment confirmation.
- Penalty of 1.5% per month will be charged on overdue account.
- Cancellation less than 3 months prior to the exhibition is not refundable.
- Failure to exhibit: Please refer to exhibitor's manual.

FORM COMPLETED BY:

NAME : .....

DESIGNATION : .....

DATE : .....

Authorised Signatory and Company Stamp

.....
SIGNATURE

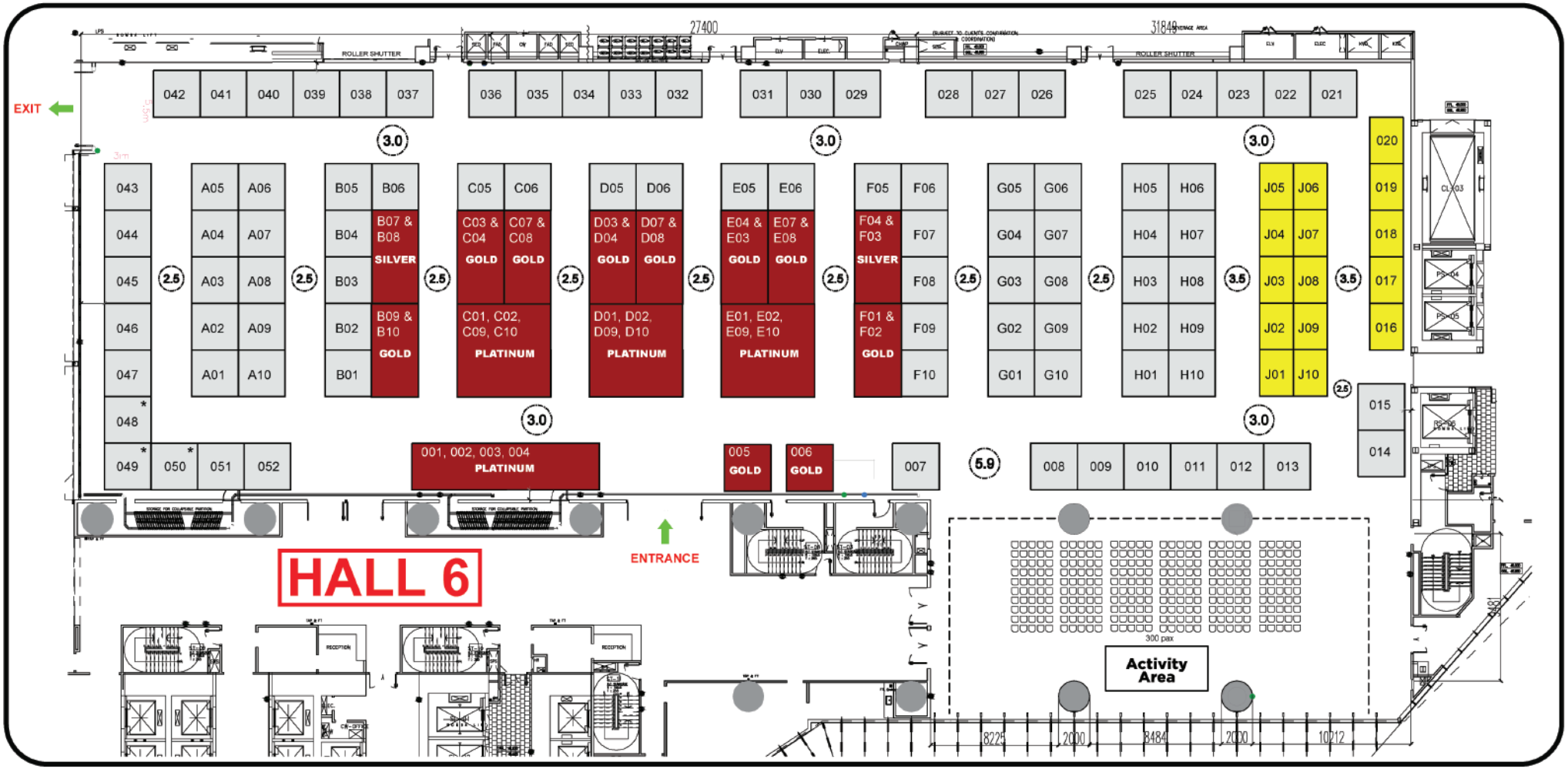
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COMPANY STAMP

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*Booth 048 come together with booth 049 & 050 (27sqm)

LEGEND: Standard | Sponsor | Junior