

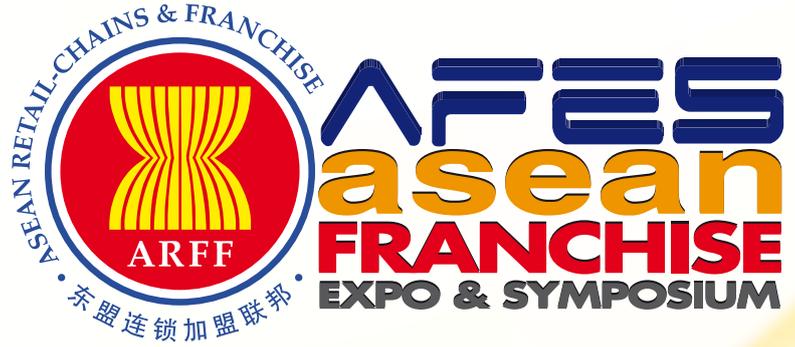


**LIBERATING IDEAS
AND CAPITALIZING
OPPORTUNITIES**

1 Place

One Hub

1 Community



8-10 March 2013

10am-5pm | Kuala Lumpur Convention Centre



Franchising Conference

Franchising Opportunities

Business Opportunities Be Your Own Boss

Latest Consumer Trend

Latest Consumer Trend

Organised by:





About **Asean** Franchise Expo & Symposium (AFES)

AFES is an initiative taken by the Malaysian Government thru the Ministry of Domestic, Consumerism and Cooperative, and ASEAN Retail-Chains & Franchise Federation to realise the ASEAN Economic Community (AEC) Blueprint. Franchising is one of the fastest ways to create entrepreneurs and an effective strategy for regional expansion thus meeting the goals of AEC of creating a highly competitive economic region. Franchising is growing rapidly worldwide and especially in ASEAN countries as a proven way to develop successful new business ventures. Franchising offers a ready-made solution to the uncertainties commonly faced when starting a business, providing tried and tested methods, backed by the support and guidance of the experienced franchisor especially the enormous branding generated by them.

ASEAN Franchise Expo & Symposium 2013 is a 2-day conference and 3-day exhibition gathering regional players under one roof to connect and learn, and re-learn among each other. It is a rare opportunity inviting the regional franchise players to gather together to converse on topics pertaining to the industry growth in the region.

The symposium will provide the industry players an opportunity to gain timely, useful and applicable insights from the structured sharing of the celebrated speaker in the region and creating the a culture of interaction between the diverse members of the regional leaders of the franchise industry.

The exhibition will provide an opportunity for the members of the public to seek for business opportunity especially to those who wants to own their own business while for franchisor to seek for expansion in the regional market.

AFES aims to gather the 10 ASEAN countries members but also its dialogues partners in the ASEAN + 6 which are China, India, Australia, New Zealand, Japan and South Korea and will be an event comprising of local and international franchisor and franchisees, thus bringing world full of opportunities to everyone venturing into the franchising industry and take the advantage of the business opportunities present in the growing franchise industry.

Exhibitors Profile

- Food Retail Chains
- Hotels / Motels
- Clothing / Personal Equipment
- Home & Garden Furnishings / Fittings / Maintenance
- Transport And Vehicle Products And Services
- Office
- Training And Education
- Personal Care /Beauty/ Fitness /Medical /Pharmaceutical
- Travel / Sports / Leisure
- Other Specialised Retail Stores

Visitors Profile

- Business Owners / Entrepreneurs
- Government Executives
- Potential Franchise Buyers/ Potential Franchisees
- Lawyers & Accountants
- Franchisors and Franchisees
- Media Representatives
- Franchise Consultants / Intellectual Property Consultants
- Researchers / Academicians
- Business Consultants
- Students (Universities, College)
- Franchise Company Executives
- Investors

Plenary Session

International Expansion Strategy: Choosing the Right Approach The ASEAN Way Financing Opportunity for start-up and business expansion
Supporting struggling Franchisees in Tough Economic Times

Breakout Seminar

Stream 1 - Financing

- Generate Cash & Tax saving from current and past investment
- Raising cash through franchising model
- Financing presentation

Stream 2 - Business

- A culture irasation of your brand
- Element of successful franchising
- System change key to success

Stream 3 - Marketing

- Social media marketing
- Developed tactical and guerilla marketing to enhance brand
- Analyse campaigns and develop metrics to grow business

Stream 4 - Recruitment

- Best practice in the recruitment process
- Building a franchising culture
- The top 10 changes franchisor should make to its franchise agreement

Key Highlight

- Franchising Opportunity
- Business Opportunity
- Owning Your Own Business
- Franchise Conference
- Latest Consumer Trend
- Financial Assistance

About The Venue

Kuala Lumpur Convention Centre



The Kuala Lumpur Convention Centre is a convention and exhibition centre in Kuala Lumpur, Malaysia, and part of the Kuala Lumpur City Centre precinct, known as KLCC. Designed to be a "city within a city" this 40-hectare (99-acre) site includes the 50-acre (20 ha) KLCC Park and the PETRONAS Twin Towers.

With its feature entrance on Jalan Pinang, the Plenary Hall is the Centre's signature centrepiece. Internal entrances at several points make for easy access and transfer to other areas within the Centre. The Hall is ideal for keynote sessions, opening ceremonies, concerts and product launches. Spanning 2 levels, it is comfortable for audiences of 800 delegates to its capacity of 3,000.

The Ground Floor Exhibition Halls offer complete flexibility when it comes to space and layout, as well as easy access for visitors. The spaces are ideal for exhibitions, and adaptable for banqueting and large cocktail receptions as well as sporting and entertainment events.

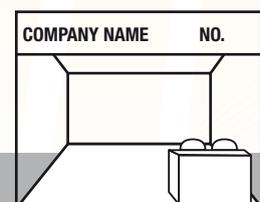
Exhibition Details

BARE SPACE

Size per booth : 9sqm (3m x 3m)
 Minimum Booking : 2 booths / 18sqm (3m x 6m)
 International : USD 2,450 per booth
 Malaysian : MYR 7,000 per booth

SHELL SCHEME

Size per booth : 9sqm (3m x 3m)
 Minimum Booking : 1 booths / 9sqm (3m x 6m)
 International : USD 2,750 per booth
 Malaysian : MYR 8,000 per booth



Organised by:



KPDNKK



Supported by:



PERBADANAN NASIONAL BERHAD



MATRADE

Affiliate Associations:



FRANCHISE
MALAYSIA



MFA

ContactDetails

Secretariat

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ASEAN Retail-Chains & Franchise Federation

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Early Bird Registration Form

FREE

- Ticket (2 pax) for the Symposium worth **RM2,000**
- Ticket (2 pax) to Award Night worth **RM600**
- One Page Advertisement in Program Book worth **RM2,000**

My Details

Company Name : _____

Address : _____

Nature of Business : _____

MATRADE Member : Yes No

Registered Franchisor : Yes

Contact Name : _____ Designation : _____

Contact Details : _____ [mobile]: _____ [email]: _____

We are interested to :
 Please tick [] whichever relevant

- Exhibition booth @ RM5,000 per booth [Offer valid till 15th December 2012, strictly on a first-come-first –served basis
- Two Days Conference Delegates @ RM XXXX per participant.

Number of participant : _____ x RM XXXX = RM _____ [total amount]

Payable to :

Account Name : ASEAN RETAIL-CHAINS & FRANCHISE FEDERATION
 Bank Name : PUBLIC BANK , PETALING JAYA NEW TOWN BRANCH
 Account Number : PBB 3180865222
 Swift Code : “will provide this later “

Organised by:



Supported by:



Affiliate Associations:



General Rules & Regulations

- Upon submitting the application form to the Organiser, it constitute an agreement which is a binding contract between the Organiser and the Exhibitor subject to the parties' respective rights described in the general rules & regulations set forth below. No space shall be permitted to exhibit at the show unless the Exhibitor has executed this agreement. Paid all applicable fees by the deadlines and other wise complied with this agreement in all respects.
- Exhibitors will have to remit 50% of the booth payment within 14 days upon signing the booking confirmation form and the balance 50% payment 3 months before the event.
- The Organisers reserves the right to increase or decrease exhibition hours , days or location and reserves the right to change the floor plan as deem necessary for issue that is unavoidable.
- Should the premises or any portion thereof , be rendered unusable for any reason or due to any cause whatsoever, including but not limited to fire, the elements acts of God, mob, riot , war or civil commotion, the Organiser shall in no way be liable for any personal or business loss or any other damage, consequential or otherwise, inconvenience or annoyance to the Exhibitor arising from any of said causes.
- The Organiser makes no representation or warranties , express or implied, to the Exhibitor regarding the condition of the premises or the success of the Exhibitor's efforts for which the exhibit space will be used. Under no circumstances shall the Organiser be held responsible or liable for any costs., expenses , damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of the condition of the premises , the exhibit space , or the Exhibitors efforts for which the exhibit space will be used, or the theft or destruction of the Exhibitor's products or property.
- Exhibitor understand and acknowledge that all utilities including , but not limited to, electricity, water, heating, ventilation, and air conditioning are provided by the show facility and not by the organizer, and as such, the organizer assumes no responsibility for any disruption in service.
- Exhibit Space Rules , The Organiser shall have the right in its sole and absolute discretion to establish rules for the exhibition and the use of exhibit space covered by this agreement , including but not limited to the rules within the Exhibitor Manual. All Exhibitors are required to comply with all such rules which are deemed incorporated herein by this references and shall be available to each Exhibitor prior to the show.
- In the event payments is not received within the stipulated time frame, the organizer reserves the right to cancel the booking.
- Any Exhibitor who seeks to withdraw from the exhibition or to reduce the number of booths for any reason less than (60) sixty days prior to the exhibition opening shall forfeit their entire full payment and be obligated to pay the Organiser all amount due for the booth space/exhibit space and booth package originally ordered. To receive a full refund of the fees paid (less processing fee) : exhibitor must request in writing at (60) sixty days before the exhibition and shall deemed effective on the date such notice is received by the organizer. All refunds will be processed within (60) sixty days after the end of the exhibition.
- All billing for the exhibition space booking and / or conference delegate booking is subject to 10% Government Tax by the local government of Malaysia

I/We , hereby confirmed that we have read and agree to abide to the Exhibition Rules & Regulations set by the Organiser.

Signature

Company Rubber Stamp

.....
Name :
Position :
Company Name :
Mobile :
Email :