

Organized By:



MIRF

**MALAYSIA INTERNATIONAL RETAIL &
FRANCHISE EXHIBITION**

马来西亚国际连锁加盟展

7TH - 9TH JULY 2023

KLCC CONVENTION CENTRE | HALL 2 - 5

**EVERYONE
WINS!**



Scan & Join Us Now!

2022 MRCA Corporate Patrons:



THE FOREWORD

Malaysia International Retail and Franchise Exhibition (MIRF) has grown from a humble beginning of 230 booths during its year of inception in 2016 to a significant 400 booths in 2022, despite post pandemic times which clearly shown how hungry the market is!

In accordance towards the government ministry in spearheading the country's franchise development, MIRF plays an important role to not only showcase local companies but also set as World Class Stage, gathering brands from across the world to showcase their brands in the prestigious inaugural MIRF in Malaysia.

As of 17th March 2022, a total of 1,110 franchises have been registered under the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP), while 68 local brands have successfully penetrated overseas and are available in 70 countries. Its Franchise Business Annual Report shows the sales value of franchise companies has increased by 9.7% to RM14.6 billion in 2020 from RM13.3 billion recorded in 2019.

MIRF 2023 theme is "Everyone Wins!". There is a saying that goes "When Everyone is Included, Everyone Wins" which signify the needs for everyone to work together as a congregation to achieve maximum results - to be seen, to be heard and to be in demand, which comes from joining MIRF.

MIRF 2023 will be more exciting than ever as we anticipate a higher international participation and MIRF aims to be the voice for Retail & Franchise under the big umbrella of Malaysia Retail Chain Association (MRCA), to foster and bring forward the Franchise Industry to the next level!

"Everyone Wins!"

THE ORGANISER

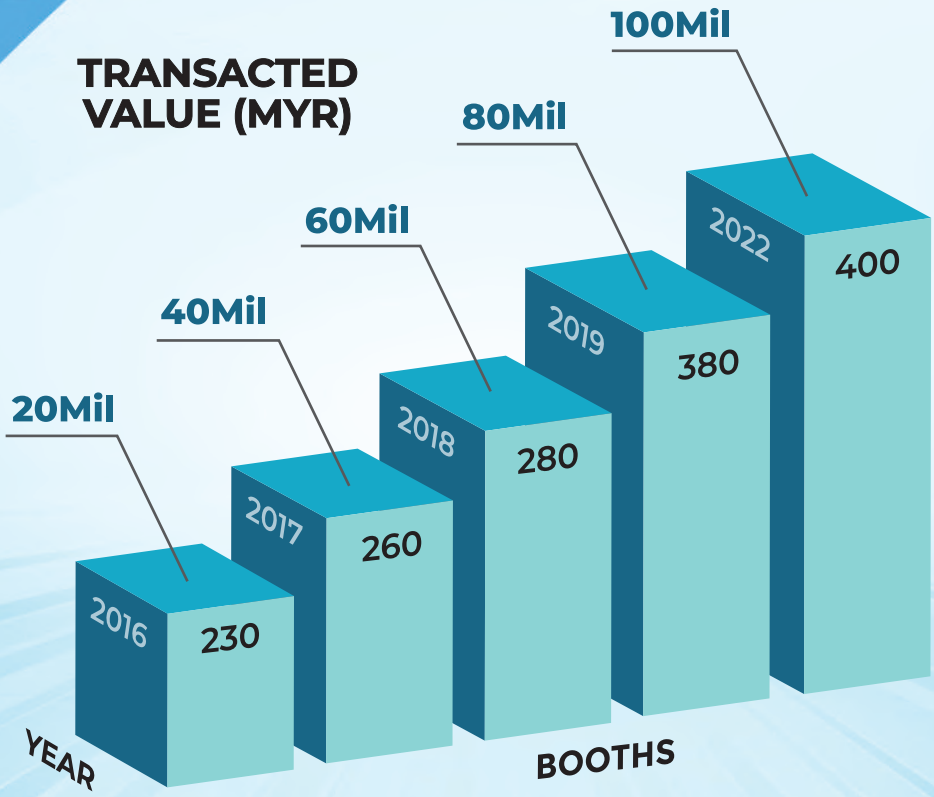


MIRF 2023 is organised by the **Malaysia Retail Chain Association (MRCA)**. MRCA was founded in year 1992. It is the brainchild of a team of Malaysians led by prominent and visionary chain retailer - Dato' Eddie Choon, Executive Chairman of Poh Kong Holdings Berhad.

MRCA acts as an excellent avenue for retail businesses to network and exchange ideas, share resources and to promote the healthy expansion of the retail industry in Malaysia and abroad. Its vision is to be recognized as one of the most influential retail bodies in Malaysia, supporting the development and globalization of the retail industry.

Since it was established, MRCA has developed into a very strong organisation, comprising of more than 430 leading retail chain stores operators as well as franchisors and covering more than 20,000 outlets throughout Malaysia.

THE PAST EVENT OVERVIEW



THE PROGRAM OVERVIEW

MIRF 2023 is a great Business Platform for Business Owners to expose their businesses to over 15,000 targeted trade visitors through not only exhibiting, but also sharing and networking.



3 Days exhibiting exposure with over 400 exhibiting booths from the Franchise, Retail & Licensing sector.



Renowned Speakers to be invited to share business success stories and thoughts with the exhibitors during the 3 days exhibition.



Opportunity to Network with hundreds of business owners from across 10 countries throughout the event.

THE VENUE

KL CONVENTION CENTRE, HALL 2, 3, 4, 5

The Kuala Lumpur Convention Centre is Asia's only AIPC (International Association of Congress Centres) Gold Standard venue. The Convention Centre hosts conferences, exhibitions, seminars, meetings, and entertainment events.

The Centre's strategic location in the heart of the Kuala Lumpur City Centre (KLCC) integrated precinct combined with its flexible mind-set, innovative value-add solutions and customised offerings make it the perfect business events partner of choice.

The facility offers 22,659sqm of function space, including two auditoria; 3000-seat Plenary Hall and Plenary Theatre for 470; a Grand Ballroom which seats 2,000 diners, Banquet Hall for 500, three Conference Halls, six Exhibition Halls (12,310 sqm of column-free exhibition space on a single level including a 2,600 sqm standalone marquee) and 23 meeting rooms.



MIRF 2023
KUALA LUMPUR CONVENTION CENTRE,
HALL 2-5
6-8 JULY 2023

AMONG THE PARTICIPATING BRANDS



and many more

AMONG THE PARTICIPATING COUNTRIES / TERRITORIES



THE FEES

	PACKAGE A: STANDARD SHELL SCHEME STAND	PACKAGE B: RAW BOOTH
MEMBER	RM7,000	RM6,800
NON-MEMBER	RM8,000	RM7,800
OVERSEA	USD 2,000	USD1,800

CONTACT US

ORGANISER:

**MALAYSIA RETAIL CHAIN
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