

franchise
e x p o
malaysia
by MRCA

马来西亚国际加盟展

11 - 13th July 2024

Kuala Lumpur Convention Centre

7th International Franchise Expo

www.franchiseexpo.my



Organised By:



MRCA Corporate Patrons:



Franchise Expo Malaysia 2024 has come to its 7th edition since its inception in 2016 and over the years it has grown stronger and bolder, to be positioned as the leading Franchise Expo not only in Malaysia but also the South East Asia and now in the pipeline to take up the world stage!

Our theme for 2024, Invest In The Future are spelled out through the integration of technological advancement and the growth of superior entrepreneurship, franchising is likely to see a bright future. Investing into a franchise is the start of an entrepreneurship with a proven business model. Buying into a franchise also means lower risk, as the brand network offers ongoing expert support while operating within an established business model.

Malaysia has had a steadily growing franchise industry over the years. Franchising in Malaysia spans a wide range of industries, including food and beverage which comprises almost 50% from the total registered and others like education, healthcare, beauty, fashion and many more. The diversity of franchise opportunities allows entrepreneurs to explore different sectors.

As the global marketplace becomes more accessible, franchisors are looking beyond their home countries for expansion opportunities. International franchising is likely to grow, with franchises seeking to tap into new markets and adapt to local preferences. The global Franchise market size was valued at USD 100797.4 million in 2021 and is expected to expand at a CAGR of 9.73% during the forecast period, reaching USD 175955.0 million by 2027.

Organized by Malaysia Retail Chain Association (MRCA), Franchise Expo Malaysia 2024 will have more than 500 exhibiting booths from over 10 participating countries. This expo gives you the opportunity to meet face to face with thousands of potential franchisees or business partners eager to own their own business!

Invest In The Future, Invest in Franchise!



Achievements

Year	2016	2017	2018	2019	2022	2023
Gross Space	2259sqm	2259sqm	2356sqm	4876sqm	4522sqm	6529sqm
Total Exhibitors	130	145	157	263	205	205
Local Exhibitors	88	97	117	223	166	168
Foreign Exhibitors	42	48	40	40	39	37
Total Visitors	16000	21000	13000	11000	10000	12000
Malaysia Visitors	13760	18060	11050	9240	8900	10680
Oversea Visitors	2240	2940	1950	1760	1100	1320
Total Booths	230	260	280	380	420	420

Projected sales value for 2024

RM100 million



EXHIBITOR PROFILES

- ❖ Accounting / Tax Services
- ❖ Adult Education / Enrichment & Training Centers
- ❖ Apparels / Shoes & Bags
- ❖ Associations
- ❖ Automotive Products & Services
- ❖ Beauty / Health & Fitness
- ❖ Childcare / Child Development
- ❖ Computers / Electronic Products
- ❖ Consultancy Services
- ❖ Food & Beverages
- ❖ Financial Services / Digital Payment / E-Payment
- ❖ Franchise Suppliers / Retail Equipment
- ❖ Gifts / Stationery / Florists / Art & Crafts
- ❖ Government Agency
- ❖ Halal Solution Provider
- ❖ Home Furnishings / Furniture
- ❖ Printing & Photocopying Services
- ❖ Retail & eCommerce Solution
- ❖ Robotics
- ❖ Others

VISITOR PROFILES

- ❖ Business Owners / Decision Makers / Entrepreneurs
- ❖ Convenience Store
- ❖ Consultancy / Marketing
- ❖ Department Store / Retail Store
- ❖ Fast Food Outlet
- ❖ Golf / Country Club Management
- ❖ Grocery Store
- ❖ Hotel / Resort / Hospitality Management
- ❖ Manufacturing / Processing Outlets
- ❖ Restaurant / Cafe Management
- ❖ Retail Equipment & Supplies Manufacturer
- ❖ Supermarket / Hypermarket
- ❖ System Integration / Distribution

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WHY EXHIBIT ?

- ❖ Multiply Your Business Through Franchising
- ❖ Network And Forge Connections With New Business Partners
- ❖ Build Up Your Brand Awareness And Exposure
- ❖ Accelerate Your Growth In Southeast Asia
- ❖ Showcase To All Audiences Under One Lucrative Platform
- ❖ Meet With Potential Franchisees From All Over Malaysia And Overseas

WHY VISIT ?

- ❖ Find The Partners You Need In Business
- ❖ Meet The Important Players Of The Industry
- ❖ Learn The Latest Retailing And Franchising Trends
- ❖ Discover The Best Way To Find Your Own Success



THE ORGANIZER

Founded in 1992 by prominent and visionary chain retailer Dato' Eddie Choon, the Malaysia Retail Chain Association (MRCA) acts as an excellent avenue for retail businesses to network and exchange ideas, share resources, and promote the retail industry's healthy expansion in alauysia and abroad.



THE VENUE

Kuala Lumpur Convention Centre strategically located in the heart of the Kuala Lumpur City Centre (KLCC), the Kuala Lumpur Convention Centre is Asia's only AIPC (International Association of Congress Centres) Gold Standard venue.

With 22,659 sqm of function space and plentiful facilities, the Convention Centre hosts many conferences, exhibitions, seminars, meetings and entertainment events.



PARTICIPATING COST

PACKAGE A

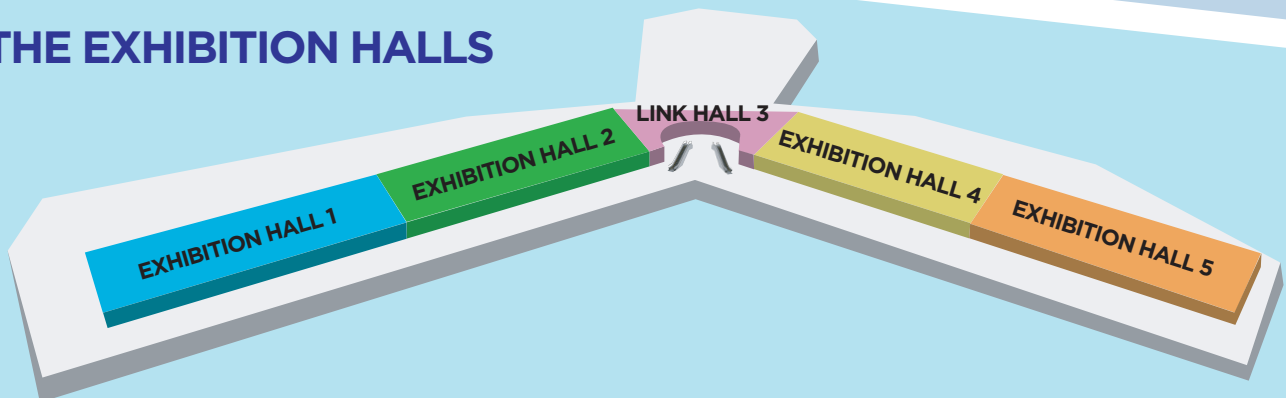
Standard Shell Scheme Stand
Member RM7,000
Non-Member RM8,000
Overseas USD2,500



PACKAGE B
Raw Booth

Member RM6,800
Non-Member RM7,800
Overseas USD2,300

THE EXHIBITION HALLS





CONTACT US

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