



# 16<sup>th</sup> Biggest international franchise and business opportunities show in **ASEAN**



**14-17** OCTOBER 2020  
10.00-19.00 HRS.

@EH 104, **BITEC**,  
**BANGKOK**

## TOP REASONS WHY EXHIBIT

- Thailand and ASEAN combined with over 660 million population have bright growth potentials for international franchise brand owners to expand their businesses.
- Thailand alone has, within ASEAN, the largest number of international franchise brands in operation approximately 160 brands with over 14,000 outlets. Still plentiful opportunities for newcomers to enter the market.
- Almost 70% local exhibitors return to the show every year due to their success and confidence in the quality of visitors.
- More international pavilions from Korea, Taiwan, Malaysia, China, etc.
- TFBO can draw in approximately 10,000 quality visitors / investors from almost 40 countries who are keen in looking for new investment opportunities.
- Business matching opportunities are provided to ensure your success during the show.



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# THE INTERNATIONAL FRANCHISE HUB IN ASEAN 2020



## KEY HIGHLIGHTS

- Hosted Buyer Program : Expand and Explore Quality Buyers with Customized Special Designed Program
- Franchise New in Town Pitching Sessions for Ideas & Franchise
- Franchise Consultancy Forum Solution Providing Stage for Franchisees
- Franchise Business Talk Sharing & Speaking Session by Industry Experts
- Networking & Business Matching - Fostering Cooperation and Connecting Business Opportunities

## EXHIBITOR PROFILE:

- Food & Beverages
- Coffee, Bakery and Ice-cream
- Retail (Convenient Stores)
- Service and Entertainment
- Education
- Health Beauty & Spa
- Printing IT & Digital
- Laundry
- Licensing
- Real Estate and Furniture
- Car Care Services
- Distributors
- Jewelry
- Vending Machines

## VISITOR PROFILE:

- Business Owners / Entrepreneurs
- Local and International Investors
- Existing Franchisees
- Business Development Managers
- Corporate Management / Executives
- Master Franchisors / Licensees
- Food and Beverages Operators
- Shopping Centers / Modern Trade
- Sale and Marketing Managers
- Retail Outlets
- Government Officials
- Franchise / Business Consultants
- University Lecturers / Students

Book your stand : KAVIN INTERTRADE CO., LTD.

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INTERNATIONAL

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Line Official Account





# 15<sup>th</sup> Southeast Asia's Leading Trade Show for Franchising & Licensing Industry

**11 - 14 JULY 2019**

10.00 - 19.00 hrs.

EH 104, BITEC

BANGKOK

## POST SHOW REPORT



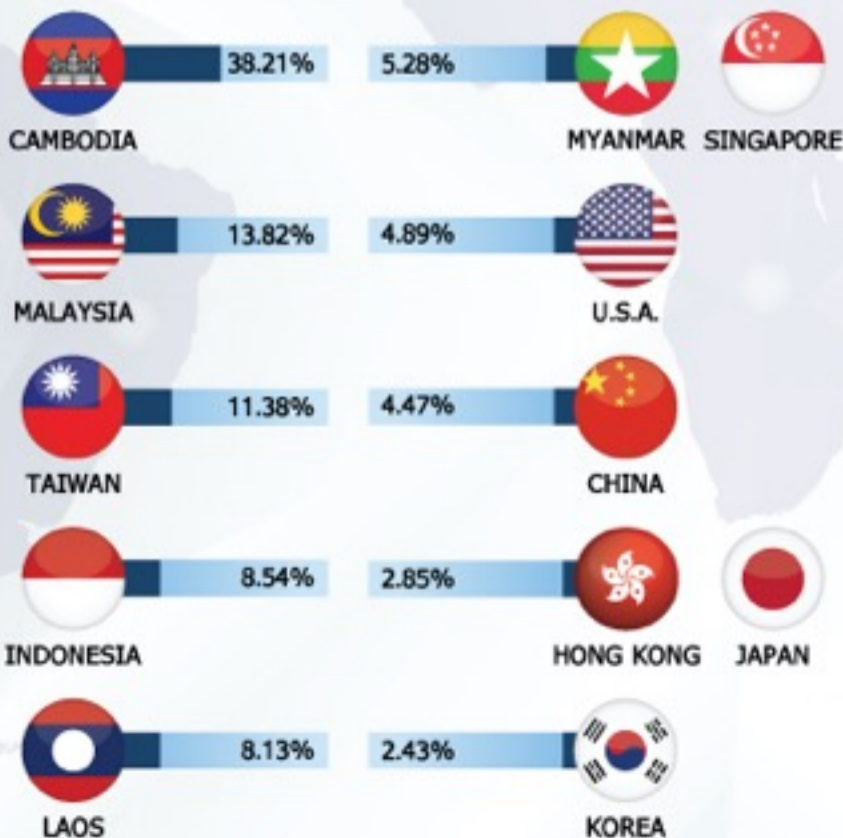
### Overall Visitors (Co-Located with TRAFS & ASEAN Retail)



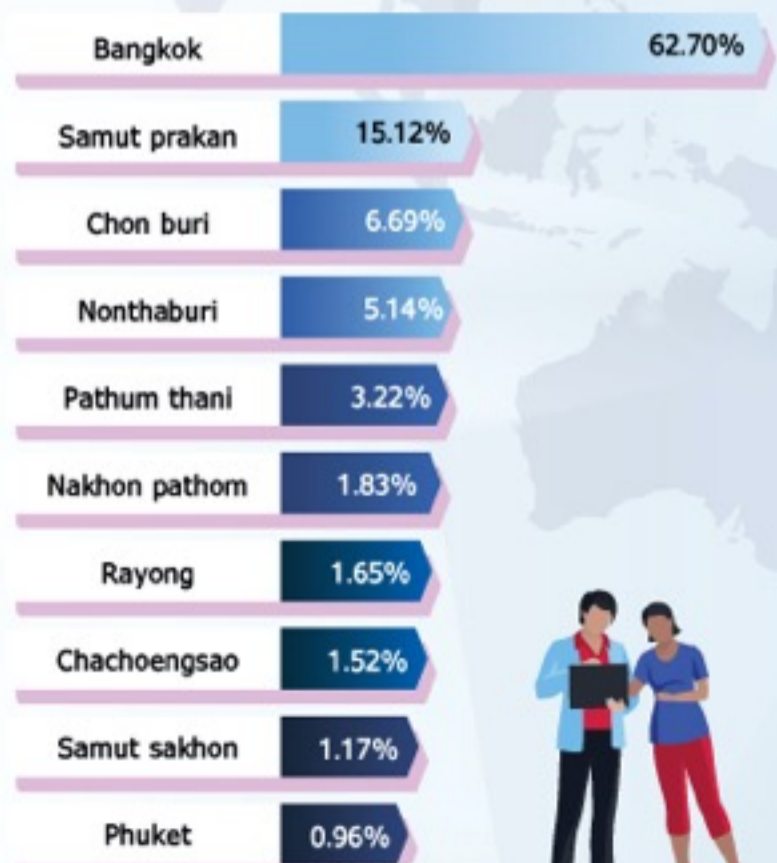
### Franchise Visitors



### TOP 10 "International Visitors"

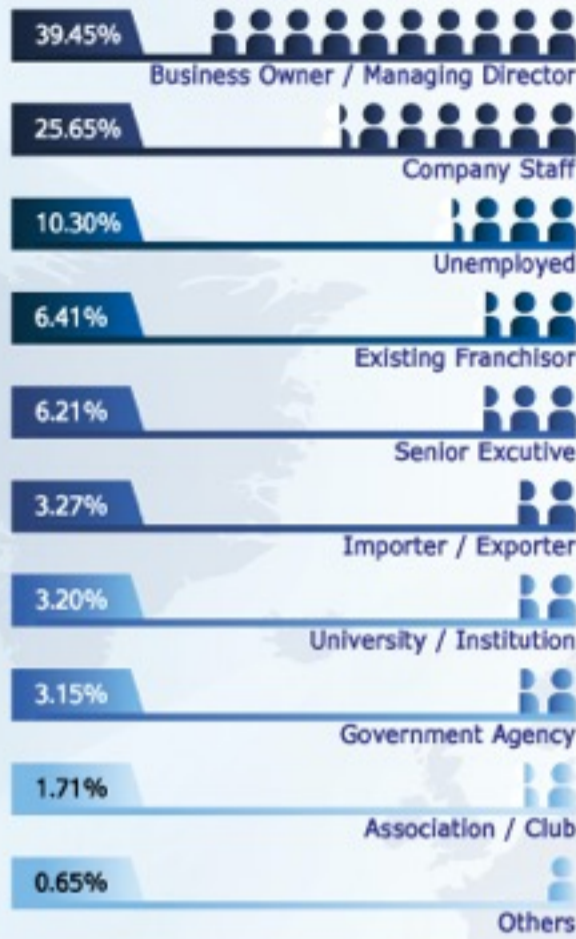


### TOP 10 "Local Visitors"





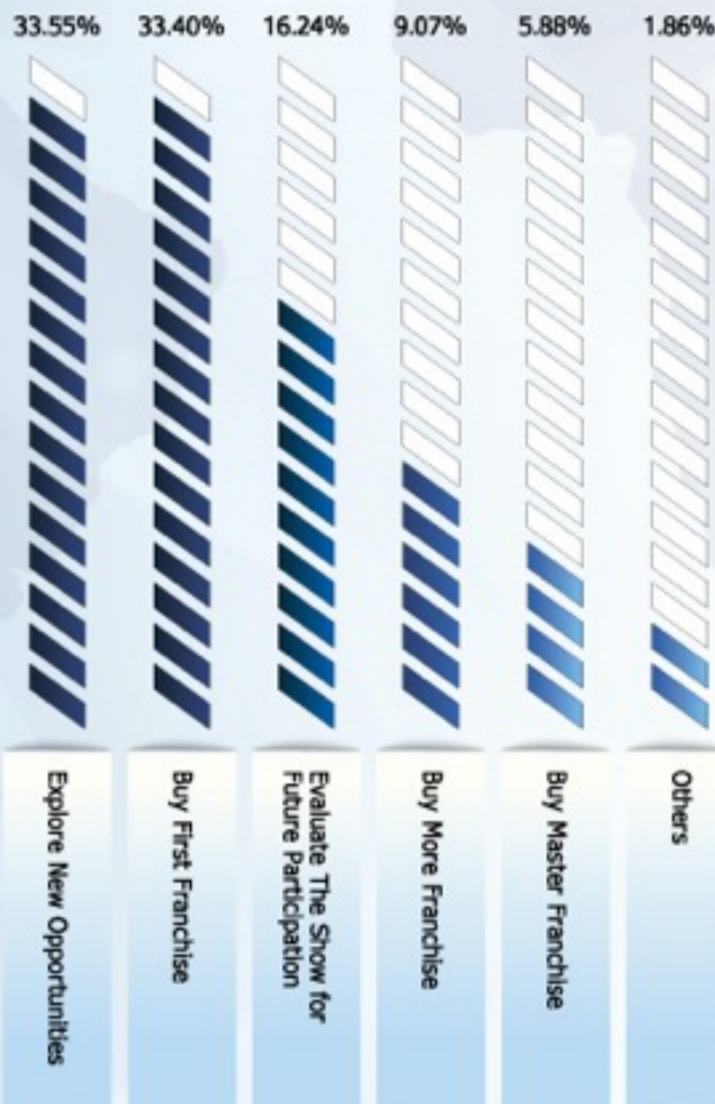
## Visitor Classified by "Job Function"



## Visitor Classified by "Franchise Interest"



## Visitor Classified by "Purpose Visit"



## Exhibitor's Voice...



**Mr. Vincent Lua**  
Chief Executive of Myeong Dong Malaysia

We want to thank TFBO for helping us to find a Master Franchisee, and I would like to call upon all Malaysian franchise companies & brands to participate at TFBO because it's a very effective platform. It's job well done to the organizers



**Mr. Shamsuzaman Bin Haji Sulaiman**  
Ministry of Domestic Trade and Consumer Affairs Malaysia

The feedback is very good, so many potential buyers. I would like to invite Malaysian franchise companies & brands to participate at TFBO 2020



**Ms. Azalea**  
Franchise Manager of Yiwa Think Tank Trading Co.Ltd. China (YOYOSO)

We come to Thailand to join this show, to find more and more partners to join us. We received good feedbacks and so many customers because there are real interest in our business model.



**Mr. Chanin Wattanapruksa**  
President & Founder of Food Truck Club (Thailand)

We received very good responses, and we have many visitors coming to our booth. This is a very good opportunity as TFBO is the biggest exhibition for franchise business. See you again next year