

Home

About AFES

ASEAN Franchise Expo & Symposium (AFES) is an initiative established by the Ministry of Domestic Trade, Cooperatives and Consumerism Malaysia and ASEAN Retail-Chains & Franchise Federation (ARFF) to realize the ASEAN Economic Community (AEC) Blueprint. The inaugural AFES was organised in March 2013 where it showcased 62 exhibitors. AFES 2015 target to present 150 exhibitors and incorporating ASEAN Property Expo, a property showcase.

In the current business scenario, many are in search of a good business to duplicate and a reliable business mentor. Where else can you have access to such is a business model and support other than the franchise fraternity.

Franchising is one of the fastest way to create entrepreneurs and an effective strategy for regional expansion thus meeting the goals of AEC of creating a highly competitive economic. Franchising is growing rapidly worldwide and especially in ASEAN countries as a proven way to develop successful new business venture. Franchising offers a ready-made solution to the uncertainties commonly faced when starting a business, providing tried and tested method, backed by support and guidance of the experience franchisor especially with the enormous branding generated by them.

Exhibition Details

AFES 2015 consists of two components, which is the 3-day exhibition and symposium that breaks into English and Chinese sessions.. AFES 2015 will provide a platform for the regional franchise players and retailers to convene under one roof to benefit from the huge market available in the country. This is also a venue for potential or current franchisors & franchisees and retail-chain owners to learn and exchange views from each other and field experts to benefit mutually from various new business models.

The symposium will provide the industry players an opportunity to gain timely, useful and relevant insights from the structured sharing of the prominent figures who will be presenting papers on franchising, retailing, e-commerce, locations and even the elements of feng shui in the business world.

The exhibition will provide an opportunity for the visitors to seek the right franchisor as a potential mentor and matching themselves to the business opportunity they are keen to set-up. The exhibitors will have the opportunity to meet potential business

partners or franchisees in order to expand and globalise their brands to a bigger market.

AFES 2015 aims to gather exhibitors and visitors alike from 10 ASEAN member countries with other dialogue partners from 6 countries which are China, India, Australia, New Zealand, Japan and South Korea.

Which such a huge representation from ASEAN + 6 member countries, AFES 2015 will be a one of a kind showcase of local and international brands.

Exhibitors Profile

Food & Beverage Franchisors and Retail Chains

Hotel / Motel Operators

Fashion Apparel, Eyewear and Beauty Accessories

Home, Garden & Office Furnishings / Fitting / Maintenance

Transporter / Automotive Accessories and Services

Skill Training, Professional Education & Children Education / Enrichment Centre

Personal Care, Beauty, Anti-Aging, Spa / Wellness Centre

Medical / Pharmaceutical Services

Travel & Leisure

Fitness & Sports Equipment / Centre

Property Developer

Visitor Profile

Business Owners

Entrepreneurs

Investors

Potential Franchise Buyers (Potential Franchisees)

Franchisors & Franchisees

Business Consultants / Franchise Consultants

Intellectual Property Consultants

Lawyers, Auditors & Accountants

Researchers / Academicians

Company Executives

Media Representatives

Students - Universities, Colleges, Business Schools

Property Buyers / Investors

Symposium

DAY 1 – PROPERTY SEMINAR (Conducted in Chinese)

4th September 2015

(Friday)

Time	Duration	Agenda
9:00am – 10:00am	60 mins	Registration
10:00am – 10:20am	20 mins	Guests enter to Ballroom + Corporate Video Presentation
10:20am – 10:30am	10 mins	Emcee Introduction
10:30am – 11:00am	30 mins	Developer: UEM Sunrise Berhad
		Project Name: Symphony Hills
11:00am – 11:30am	30 mins	Developer: R&F Development Sdn Bhd
		Project Name: R&F Princess Cove
11:30am – 12:00pm	30 mins	Developer: MRCB Land
		Project Name: 9 Seputeh
12:00pm – 02:30pm	150 mins	Lunch
02:30pm – 03:00pm	30 mins	Expo Visit @ Ground Floor
		Developer: OSK Property Holdings Berhad
03:00pm – 03:30pm	30 mins	Project Name: Gravitas
		Developer: Astaka Padu Sdn Bhd
03:30pm – 04:15pm	45 mins	Project Name: The Astaka
04:15pm – 04:30pm	15 mins	Q&A Section by sharing speaker
04:30pm – 05:30pm	60 mins	Lucky Draw Section
		Networking Section

DAY 2 – FRANCHISE & PROPERTY/FENG SHUI SEMINAR (Conducted in English)

5th September 2015

(Saturday)

Time	Topics	Speakers
8.30am	Global Franchising Trends Impacting ASEAN	Mr Troy Franklin of World Franchise Associates
10.00am	OFFICIAL OPENING CEREMONY of AFES 2015	
11.00am	Coffee Break	
11.30am	Is My Business Ready to be Franchise Internationally?	Ms Phi Nguyen, IndoChina
1.00pm	LUNCH	
2.00pm	Real Estate Recap of 2015, 2016 and Beyond	Ho Chin Soon (Chairman, Ho Chin Soon Research Sdn Bhd) Ishmael Ho (CEO, Ho Chin Soon Research Sdn Bhd)
3.30pm	Good Feng Shui Secrets - The Important Sales Boosting Factor of Property Project	Master Kenny Hoo (Founder & Chief Researcher of GOOD FENG SHUI® Geomantic Research)

DAY 3 – INVESTMENT SEMINAR (Conducted in Chinese)

6th September 2015 (Sunday)

Time	Duration	Agenda	Remarks
03:50pm – 04:20pm	30 mins	Coffee Sofa Talk , hosted by Presenter I & II 咖啡桌面对面洽谈，由总冠名赞助商与大会司仪主持	
04:20pm – 04:50pm	30 mins	Q&A Section by sharing speaker 问答环节，邀请所有分享嘉宾上台主持	
04:50pm – 04:55pm	10 mins	Lucky Draw Section 幸运抽奖环节	
04:55pm – 06.00pm	65 mins	Networking Section 企业家交流时间	
06.00pm		End of Event	
		王普义，总经理，顺丰速运（马来西亚）有限公司 Topic 主题: 通过融资及物流便利开拓中国与东盟市场	
10:55am – 12:10pm	75 mins	<u>Keynote Speaker (2) from PRESENTER II:</u> (TBC 待确定) Bank of China/ ICBC Bank/ Exim Bank Mr. Han Jui Kwang, General Manager of Bank of China Malaysia 韩裕光，总经理，中国银行马来西亚 Topic 主题: 深入东盟市场，部署一带一路战略	
12:10pm – 12:30pm	20 mins	<u>Sharing Speaker (3):</u> Dato' Dr. Jayles Yeoh, Organizing Chairman of AFES 东盟连锁高峰论坛与博览会主席 Topic 主题: 抢占东盟及中国连锁市场，庞大商机	
12:30pm – 02.50pm	140 mins	Lunch 午餐 Expo Visit @ Ground Floor 参观展览中心	
02:50pm – 03:10pm	20 mins	<u>Sharing Speaker (4):</u> Ms. Ace Tang, CEO of Big Orange Media Group 陈靛蓓，总裁，大橙报集团 Topic: 资源整合，接轨东盟，迈向世界	
03:10pm – 03:30pm	20 mins	<u>Sharing Speaker (5):</u> (TBC 待确定) Dato' Bong Hon Liong, President of MCCC 拿督黄漠良，马中总商会总会会长 Topic: 拓展现代海丝路，构建和谐东盟区	
03:30pm – 03:50pm	20 mins	<u>Sharing Speaker (6):</u> (TBC 待确定) Dato Lim Seng Kok, President of Persatuan Pemborong Malaysia 拿督林成國，马来西亚批发商总会会长 Topic: 马中进出口的机遇与前景	
03:50pm – 04:20pm	30 mins	Coffee Sofa Talk , hosted by Presenter I & II 咖啡桌面对面洽谈，由总冠名赞助商与大会司仪主持	
04:20pm – 04:50pm	30 mins	Q&A Section by sharing speaker 问答环节，邀请所有分享嘉宾上台主持	
04:50pm – 04:55pm	10 mins	Lucky Draw Section 幸运抽奖环节	
04:55pm – 06.00pm	65 mins	Networking Section 企业家交流时间	
06.00pm		End of Event	

Post AFES 2013 Report

Please refer to attached file

Media Partner

World Franchise Associates

Big Orange Media

Asia Franchise

Oriental Daily News

SPH Media

Please refer to attached folder
for logos.

About the Venue

Please refer to attached folder for write-up

Hotel Information

Seri Pacific Hotel, Jalan Syed Putra, 50350 Kuala Lumpur

Tel: (603) 4042 5555

Fax: (603) 4043 8717

Email: resv@seripacific.com

The Signature Serviced Suites & Studios Kuala Lumpur

3, Jalan Sri Hartamas 22, Desa Sri Hartamas 50480 Kuala Lumpur

Tel: +6 03 6412 0888

Fax: +6 03 6412 0808

Email: enquiries@thesignaturekl.com

Sunway Putra Hotel Kuala Lumpur

100 Jalan Putra, 50350 Kuala Lumpur

Tel: +603 4040 9888

Fax: +603 4043 0700

Email: enquiry@sph@sunwayhotels.com

Logistic Partners

R.E. Rogers (Malaysia) Sdn Bhd

Tel: +603 – 5510 8611

Fax: +603 – 55106296 / 2208

Email: amirul@rogers-asia.com / info@rogers-asia.com

Contact Person: Mr. Syed Amirul Hafidz Syed Ali, General Manager

About Malaysia

At any time of the day, there's always something happening around Malaysia. Places to explore, food to feast on, shopping to indulge in, or festivals to celebrate – it's a non-stop adventure for everyone.

To know Malaysia is to love Malaysia - a bubbling, bustling melting-pot of races and religions where Malays, Indians, Chinese and many other ethnic groups live together in peace and harmony. Our multiculturalism has made Malaysia a gastronomical paradise and home to hundreds of colourful festivals. It's no wonder that we love celebrating and socialising. As a people, Malaysians are very relaxed, warm and friendly.

Geographically, Malaysia is almost as diverse as its culture. 11 states and 2 federal territories (Kuala Lumpur and Putrajaya) form Peninsular Malaysia which is separated by the South China Sea from East Malaysia which includes the 2 states (Sabah and Sarawak on the island of Borneo) and a third federal territory, the island of Labuan.

One of Malaysia's key attractions is its extreme contrasts which further add to this theme of 'diversity'. Towering skyscrapers look down upon wooden houses built on stilts while five-star hotels sit just metres away from ancient reefs.

Rugged mountains reach dramatically for the sky while their rainforest-clad slopes sweep down to floodplains teeming with forest life. Cool highland hideaways roll down to warm, sandy beaches and rich, humid mangroves.

Kuala Lumpur, where the MATRADE Exhibition and Convention Centre is located, is a busy city with skyscrapers, six-lane highways, colonial architecture and lots of greenery. Home to the Petronas Twin Towers, it is a shopping paradise with some of Southeast Asia's largest shopping malls, housing the world's top brands, and street markets where you can get one-of-a-kind items.

Sure, there is a lot of traffic, but turn a corner and the city bursts to exotic life with mosques and temples side-by-side with street markets and towering highrises. Plus, if you need more reason to love KL there is the food – with thousands of restaurants serving every imaginable type of food to suit every budget.

Admission Policy

Please advise on this.... What would be appropriate? Admission as in to our event or info for our international guest?

There is no charge for admission into the exhibition hall.

For the symposium, a daily fee is charge for each symposium:-

Day 1

Day 2 RM380.00

Day 3

(Into Malaysia???)

To enter Malaysia, you must have a passport that is valid for at least 6 months beyond your date of entry. Please note that for some passport holder, an entry visa is required.

Read more: <http://www.frommers.com/destinations/malaysia/677289#ixzz3ePLx6TDx>

ASEAN FRANCHISE EXPO & SYMPOSIUM 2015

SYMPOSIUM PROGRAMME

DAY 1 (Conducted in Mandarin)

REAL ESTATE INVESTMENT OPPORTUNITY IN MALAYSIA

4th September 2015 (Friday)

Time	Duration	Agenda
8.30am – 9.15am	60 mins	Registration
9.15am – 9.30am	20 mins	Guests enter to Ballroom & Corporate Video Presentation
9.30am – 9.45am	10 mins	Emcee Introduction
9.45am – 12:00 noon	1 ½ hr	OPENING CEREMONY
12:00pm – 02.30pm	150 mins	Lunch Expo Visit @ Ground Floor
02:30pm – 03:00pm	30 mins	Developer: OSK Property Holdings Berhad Project Name: Gravitas
03:00pm – 03:30pm	30 mins	Developer: Astaka Padu Sdn Bhd Project Name: The Astaka
03:30pm – 04:15pm	45 mins	Q&A Session by sharing speaker
04:15pm – 04.30pm	15 mins	Lucky Draw Session
04:30pm – 05.30pm	60 mins	Networking Session
05.30pm		End of Event

ONEvision | ONEidentity | ONEcommunity



Brunei Darussalam



Cambodia



Indonesia



Lao PDR



Malaysia



Myanmar



Philippines



Singapore



Thailand



Vietnam

ASEAN Countries

ASEAN FRANCHISE EXPO & SYMPOSIUM 2015

SYMPOSIUM PROGRAMME

DAY 2 (Conducted in Mandarin)

CHINA IMPORT EXPORT FACILITIES & INVESTMENT FORUM & SHOWCASE

5th September 2015 (Saturday)

Time	Duration	Agenda	Remarks
08:00am – 09:00am	60 mins	Registration 报到	
09:00am – 09:15am	15 mins	Guests enter to Ballroom 嘉宾进入会场 Corporate Video Presentation 企业影片播放	
09:15am – 09:20am	5 mins	Red Carpet Walk-in Ceremony 红地毯仪式 (讲师与赞助商)	
09:20am – 09:25am	5 mins	Emcee Introduction 大会司仪介绍	
09:25am – 09:40am	15 mins	Token of Appreciation to Sponsors & Speakers 颁发感谢状 Group Photos on the stage 讲师与赞助商台上合照	
09:40am – 10:55am	75 mins	Keynote Speaker (1) from PRESENTER I: Mr. Ong PY, General Manager of SF Global Express Malaysia 王普义, 总经理, 顺丰速运 (马来西亚) 有限公司 Topic 主题: 通过融资及物流便利开拓中国与东盟市场	
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Brunei Darussalam



Cambodia



Indonesia



Lao PDR



Malaysia



Myanmar



Philippines



Singapore



Thailand



Vietnam

ASEAN Countries

ASEAN FRANCHISE EXPO & SYMPOSIUM 2015

SYMPOSIUM PROGRAMME

02:50pm – 03:10pm	20 mins	Sharing Speaker (4): Ms. Ace Tang, CEO of Big Orange Media Group 陈霭蓁, 总裁, 大橙报集团 Topic: 资源整合, 接轨东盟, 迈向世界	
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04:55pm – 06:00pm	65 mins	Networking Section 企业家交流时间	
06.00pm		End of Event	

The Organiser reserves the right to make changes to the program / speakers as and when deemed fit without prior notice.

ASEAN FRANCHISE EXPO & SYMPOSIUM 2015

SYMPOSIUM PROGRAMME

DAY 3 (Conducted in English)

FRANCHISING & RETAILING IN NEW FRONTIER

6th September 2015 (Sunday)

- 8.00 am – 8.45 am : Registration & Morning Coffee
- 8.45 am – 9.00 am : Opening Remarks by Professor Dato Dr Jayles Yeoh
- 9.00 am – 10.00 am : **Global Franchising Trends Impacting ASEAN**
Speakers: Mr Troy Franklin of World Franchise Associates
Dato Dzulkifli Mahmud, CEO - MATRADE
- 10.00 am – 10.30 am : Short Break
- 10.30 am – 10.50 am : Brand Introduction 1
- 10.50 am – 11.10 am : Brand Introduction 2
- 11.15 am - 12.15 pm : Panel Session 1 – **Securing Finance for Your Franchise Business**
Panelist: Standard Chartered Bank, CGC and PNS
- 12.15 pm – 02.00 pm : Networking Lunch
- 02.00 pm – 03.00 pm : Panel Session 2 – **ASEAN & China Market - Import, Export and FTA Policy**
Panelist: MATRADE; Mr Jason Lin, BBQ Global Connection China
and Mr. Le Van Hai from Vietnam
- 03.00 pm – 03.20 pm : Brand Introduction 3
- 03.20 pm – 03.40 pm : Brand Introduction 4

ASEAN FRANCHISE EXPO & SYMPOSIUM 2015

SYMPOSIUM PROGRAMME

- 03.40 pm – 4.40 pm : Panel Session 3 – **Retail Mall Selection for Your Business**
Panelist: Mr. Ho Chin Soon, Chairman – Ho Chin Soon Research Sdn Bhd
Representatives from Wealth Mastery Academy
- 04.40 pm – 05.40 pm : Panel Session 4 – **Entrepreneurship Success Stories**
Panelist: Dato Joshua Liew, MarryBrown;
Dato Richard Koh, OWG;
Mr T.T. Teoh, Global Technology;
Mr. Kenny Hoo, Founder & Chief Researcher of GOOD
FENG SHUI® Geomantic Research.
- 05.40 pm : Closing Speech by Organising Chairman
- End

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