

Presented By



Organised By



# The 17<sup>th</sup> Franchising & Licensing Asia 2022

27-29 OCTOBER 2022

MARINA BAY SANDS EXPO &  
CONVENTION CENTRE SINGAPORE

“FLAsia provided **a good platform and assembled international franchise concepts under one roof** for us to explore franchise business opportunities. We certainly look forward to the next FLAsia.”

Kelly Liew, JKEL Services

# Franchising & Licensing Asia

Franchising & Licensing Asia (FLAsia) 2022 is returning to in-person event on 27-29 October 2022, Marina Bay Sands Expo & Convention Centre, Singapore - its 17<sup>th</sup> annual event!

FLAsia is the Asia's leading marketplace in franchising & licensing where brand owners, franchisor, franchisee and investors gathers, connect, network and explore new business concept and opportunities. FLAsia is where individuals, companies and businesses converges to discuss current and future innovation and transformation and access to the people, content, and ideas that help individual and companies to expand, grow and diversify their revenues streams through franchising and licensing. It is about bringing all people in the industry together and collectively as "we" as one global community are the movers and shakers in businesses through franchising and licensing for Asia.

The event is presented by Franchising & Licensing Association (Singapore) and organised by Sphere Exhibits Pte Ltd, a subsidiary of Constellar Holdings Pte Ltd.

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FLA Singapore, one of the founding members of the World Franchise Council, was established in 1993 with the mission to nurture and develop Singapore's franchising industry.

Through its partnership with Singapore government agencies and international franchise and license bodies, FLA Singapore also assists its members in their international development programmes.

**Organised By**



Sphere Exhibits, a subsidiary of Constellar Holdings Pte Ltd, owned by Temasek Holdings and Singapore Press Holdings, manages a holistic portfolio of digital-enabled IPs that connects a global eco-system of partners for the Meetings, Incentives, Conventions and Exhibitions (MICE) industry.

With an extensive global footprint and over five decades of experience curating innovative event and venue experiences for businesses and consumers, Constellar offers customisable digital and hybrid event and event space solutions that help expand global business networks and enable cross-industry collaboration.



**FRANCHISING & LICENSING ASIA 2022**

27-29 OCTOBER 2022 | MARINA BAY SANDS, SINGAPORE

# Everybody should know your brand. **This is how you do it.**

## Share Your Success Story



With over 10,000 attendees from 40 countries annually, share your brand success stories and winning formulas of your business concept.



## Establish Your Brand in Asia

Leverage on our channels and activities to build, promote and establish your exciting, new, unique brands and business concepts for Asia.

## Accelerate Your Growth In Asia



Use this chance to meet with potential regional business owners, entrepreneurs, partners or investors by securing quality meetings that accelerate your business growth in Asia.



## Be Part of Our Franchising Community

Imagine how inspiring it is to meet individuals who actually know-how in brand expansion into Asia. You will be able to make connections that benefit you which last for a lifetime.

# 2019 at a Glance



## Top 10 Attendees Countries (outside of Singapore)

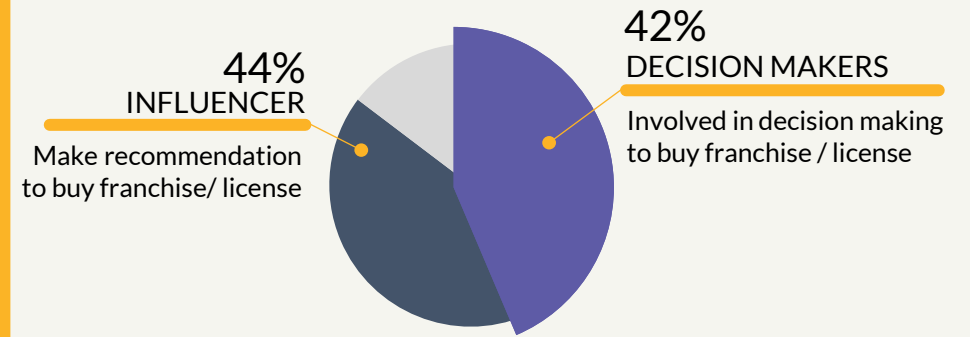
1. China
2. India
3. Indonesia
4. Japan
5. Malaysia
6. Philippines
7. South Korea
8. Taiwan
9. Thailand
10. Vietnam

*\*in alphabetical order*

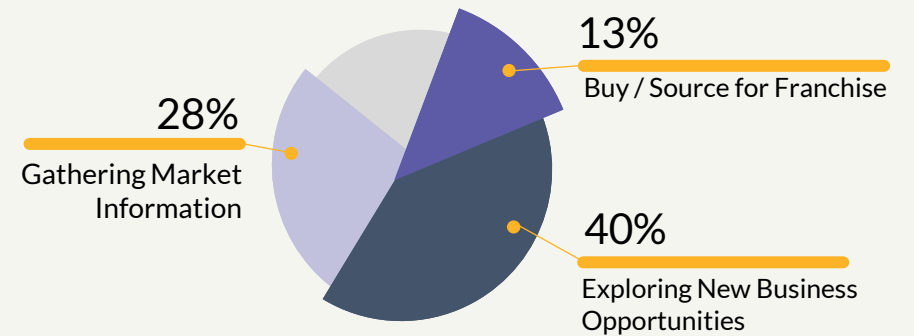
## Top 10 Attendees Interest (beside Food & Beverages)

Training & Adult Education	11%
Internet/Online Services	8%
Health & Wellness	7%
Child Education	6%
Convenience Stores	6%
Fashion	6%
Travel & Leisure	6%
Gift & Stationery	5%
Print, Pack & Sign	5%
Real Estates	5%

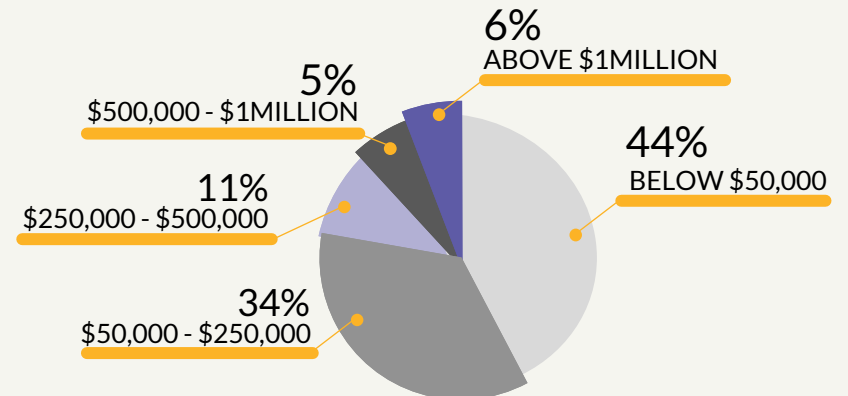
## Involvement In Decision Making



## Purpose of Visits



## Investment Budget (In USD)



# 2022 Event at a Glance



Fresh! Brand present with pitching-style of new brands and business concept in Asia.



**GUARANTEED  
BUSINESS  
MEETING**

Guaranteed Business Meetings offers business matching with attendees based on pre-selected criteria



**VIP BUYERS  
PROGRAMME**

Access to exclusive meeting and networking sessions with our group of qualified buyers.



**DISCOVERY DAYS  
TOUR**

Providing an exclusive access to behind-the-scene tour featurette of the business concept from design, setup, operations, storage, in-action, etc.



**CONFERENCE &  
WORKSHOP**

Featuring 50+ speakers from both inside and outside the industry to share knowledge and market insights. It is curated content for learning and growing, not another sales-pitch.



**BUSINESS SPEED  
NETWORKING**

Business speed-networking round-robin style for those who want to have a quick first assessment 1-on-1 with potential franchisor, partners or investors.

# Sponsorship Package

“FLAsia is **the only franchise and licensing show in the region** that is worth your while participating. **Don't miss this opportunity to visit and to showcase your brand in this region.**”

Susan Liew, Director  
Omni Connection Pte Ltd

PREMIER	OFFICIAL
<b>PREMIUM</b> Visitors Bag Sponsors Conference Seat Drop & Bag Insert	<b>PREMIUM</b> Bag Insert
<b>SPEAKING</b> Keynote Speaking Slot Education Workshop Slot Discovery Days Tour Slot Fresh Brand Slot (if applicable)	<b>SPEAKING</b> Education Workshop Slot Discovery Days Tour or Fresh Brand Slot
<b>BADGES</b> 12 Exhibit Staff Passes 12 Full Conference Passes	<b>BADGES</b> 6 Exhibit Staff Passes 6 Full Conference Passes
<b>BRANDING</b> Logo on Conference Signage Logo on Sponsor Banner 4-pages Premium Ad Page in Show Directory Logo and 100-words description in Show Directory 1 x Dedicated eDM 1 x Featured eDM	<b>BRANDING</b> Logo on Conference Signage Logo on Sponsor Banner 2-pages Premium Ad Page in Show Directory Logo and 100-words description in Show Directory 1 x Featured eDM
<b>EXHIBIT SPACE</b> 6 x 6 SQM Raw	<b>EXHIBIT SPACE</b> 3 x 6 SQM Raw
<b>\$ \$ 35,000</b>	<b>\$ \$ 16,500</b>

# Exhibit Package

## STANDARD SHELL SCHEME



S\$600 per SQM  
Min 9 SQM

## RAW SPACE ONLY



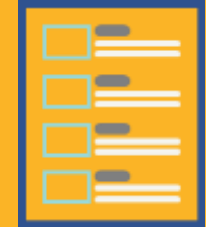
S\$550 per SQM  
Min 18 SQM

## EXHIBIT STAFF PASSES



3 per 9 SQM

## SHOW GUIDE



30 words description

### STANDARD SHELL SCHEME FOR 3 x 3 INCLUDES:

- 1 unit of Information Counter
- 2 unit of Folding Chairs
- 1 unit of 13amp Power Point
- 1 unit of Wastepaper Basket
- Company Name on Fascia Board
- Fluorescent tube lights
- Fully Carpeted

### RAW SPACE ONLY:

Exhibitors taking space only are required to submit booth design to Organiser for approval at least **2-months** prior to the event.

### ALL SPONSORS & EXHIBITS SPACE INCLUDES:

WWW Brand Listing (*up to 3 per 9 SQM*) on FLAsia website

## CONTACT US NOW:

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