



For Immediate Release

FLAsia 2009 to Showcase Innovative Business Concepts Sees Strong Interest from Visitors Despite Economic Slowdown

SINGAPORE, 2 September 2009 – If the strong pre-registration visitor numbers for the upcoming Franchising & Licensing Asia (FLAsia 2009) exhibition and conference are anything to go by, the economic slowdown has not dampened the entrepreneurial spirit of individuals looking to start their own business through franchising and licensing.

Hosted by the Franchising and Licensing Association Singapore (FLA) and organized by BizLink Premium Services, FLAsia 2009 is set to be Asia's most international franchising and licensing event. This year's event will be held from 15-17 October 2009 at Level 4, Suntec Singapore International Convention & Exhibition Centre.

Since its inception in 2006, FLAsia has become a mecca for potential entrepreneurs and investors looking for business opportunities as well as ways to expand market share.

For the first time, FLAsia 2009 will be the launch pad for Singapore's first Certified Franchise Executive (CFE)™ Program which will offer franchising professionals in Singapore the opportunity to learn, grow professionally and reach a recognized standard of excellence amongst the franchising community. A collaborative effort between the Institute of Certified Franchise Executives (ICFE)™ USA and the Franchising and Licensing Association Singapore, the program will enable candidates who have enrolled to begin earning the required credits to receive the CFE accreditation by participating in the FLAsia 2009 Conference. The CFE program is supported by IE Singapore and SPRING Singapore under FLA's LEAD Program.

This year, the organizer is expecting about 10,000 attendees from Asia and beyond who will be privy to an exciting showcase of established as well as innovative new franchises, licenses, business ideas and concepts. Hailing from both local and overseas such as Australia, Canada, Indonesia, India, Japan, Malaysia, Singapore, UK and USA, these concepts fall primarily within the F&B, education, health & fitness and lifestyle sectors, the fastest growing clusters in the franchising industry. Some of the interesting concepts which will be showcased at FLAsia 2009 include:



Xpressflower.com, Singapore – A first-time participant and fresh concept at the show, Xpressflower.com offers flower delivery services 24 hours a day. They plan to franchise their business in Singapore and open four more stores here by next year. Plans are also in the pipeline to expand the business to Malaysia.

ColorWash, Singapore – ColorWash specializes in providing professional cleaning and coloring services for bags and shoes, also a brand new concept to be showcased at FLAsia. The company is looking to expand its operations in Singapore as well as to penetrate new markets including Indonesia, Malaysia and Vietnam.

Dessert Story, Singapore – Dessert Story, a brand under Anytime Food Pte Ltd, aims to provide customers with healthy, value-for money, top-quality home-cooked Chinese-styled desserts which preserve traditions. They currently have six outlets in Singapore and aim to set up a total of 20 outlets by 2010.

Some of the other participants at this year's event include Carl's Jr., Crystal Jade My Bread, Gyu-Kaku Japanese BBQ Restaurant, LIFEbaby, Manhattan Fish Market, MindChamps, Mind Language Centre, Pack & Send, Powertec, PT Rice-Bowl, Snap Print, Skin Supplement Bar, Thai Express, The Athlete's Foot, and Wee Nam Kee Chicken Rice.

One of the exhibitors who is participating in the show for the third consecutive year is Comfort Keepers, which specializes in providing in-home care.

Said Ng Ling Ching, Managing Director, Comfort Keepers, Singapore, "We received an overwhelming response at FLAsia 2007, and managed to sign 2 franchisees, with both still operating today. I also exhibited at FLAsia 2008, and received great response to our franchise system. We are confident that our participation in this year's event will be equally fruitful."

"Singapore has established itself as Asia's franchising hub so I believe that FLAsia 2009 is the perfect platform to educate potential franchisees about our brand and kick start our expansion into the region," said Gemma Gil, Managing Director, ColorWash Pte Ltd.



“Franchising still remains a low-risk alternative for companies looking to expand overseas and for individuals who want to fan the fires of entrepreneurship. Last year alone, the estimated contract value of the franchises sold as a result of FLAsia 2008 increased by almost 41% to USD\$4,690,200. With the introduction of initiatives such as the CFE program coupled with Singapore’s pro-business policies, good infrastructure and emphasis on intellectual property rights protection, Singapore’s position as the franchising hub in Asia will only be strengthened,” said Douglas Foo, Chairman, FLA Singapore.

As with previous years, FLAsia 2009 will offer visitors a slew of value-added activities which will enhance their experience at the event. These include “e-Match”, a complimentary online business matching service, which allows visitors to schedule appointments with selected exhibitors at the fair, and “Hot-Match” which gives franchisors and licensors the opportunity to make direct presentations to potential franchisees, licensees, business partners and investors. Educational talks by industry veterans and experts as well as exhibitors will also be organised to allow visitors to gain greater knowledge, pick up useful tips and insights, and network with like-minded individuals.

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About the Franchising & Licensing Association of Singapore (FLA)

FLA (Singapore) is the national franchising body and was one of the founding members of the World Franchise Council. FLA was established in 1993 with the mission of nurturing and developing Singapore’s franchising industry. Heeding the Singapore government’s call to move towards a knowledge-based economy, coupled with the increasing synergy between franchising, branding and technology licensing, FLA has expanded its membership profile and scope to include companies engaged in branding and licensing. FLA aims to assist its members to gain greater exposure locally, regionally and internationally, through networking events, exhibitions and trade missions, and also to upgrade members’ skill and knowledge in franchising, branding and licensing through various education programmes.



About BizLink Premium Services Pte Ltd

BizLink Premium Services Pte Ltd is a professional exhibition and conference organiser dedicated to advancing the interests of various industries that it serves through a synergistic 3- pronged approach - exhibitions/events, publications & internet. A forward-thinking organisation with a dynamic team having over 30 years of collective experience in exhibition organising and management, BizLink is fully committed to providing utmost quality services to its exhibitors.

For media enquiries, please contact:

Harpreet Kaur/Rani Ramasamy

PR Communications

Tel: 6227-2135

Email: harpreet@prcomm.com.sg / rani@prcomm.com.sg