

For Immediate Release



Media Release

Franchising & Licensing Asia is the chosen event to bring brands and concepts into the region

Singapore, 11 October 2017 – Franchising & Licensing Asia (FLAsia) celebrates its first Russia Pavilion as well as the introduction of first-time exhibitors who have selected this industry-prominent event as the platform to get Asia and the rest of the world acquainted with their brands.

Presented by Franchising and Licensing Association (FLA) Singapore and organised by BizLink Exhibition Services Pte Ltd, a subsidiary of Singapore Press Holdings (SPH), the three-day event will take place from 12 till 14 October at Hall B of Marina Bay Sands Expo and Convention Centre.

A key pathway to entering the Asian market

Aptly themed “Your Key to the World”, FLAsia is where local and overseas visitors and exhibitors converge. This year’s showing presents 5 national pavilions from South Korea, Japan, Singapore, Taiwan as well as Russia, where exhibitors have chosen FLAsia as their inaugural foray into the Asian region.

“Russian companies have not ventured out into Southeast Asia,” said Vasil Gazizulin, founder and CEO of **TopFranchise** (Booth A10) from Russia. “FLAsia presented a good platform and opportunity for them to reach out to the region.”

Following their Middle East development in United Arab Emirates (UAE) and Kuwait, **Russo’s Restaurants International’s** (Booth B03) first participation in FLAsia is part of a growth strategy to expand their brands’ (Russo’s New York Pizzeria and Russo’s Coal-Fired Italian Kitchen) international footprint.

Chef Anthony Russo, founder and CEO of both brands, said, “Growing in Asia has been on our minds for a while and now is the time.” The brand is targeting Malaysia, the Philippines and Singapore as priority markets for future multi-unit deals and will be meeting with potential interested and qualified investors at FLAsia 2017.

Joining FLAsia as its first overseas exhibition is Thai brand **Say Chiizu** (Cheese World Company Limited Thailand), the bringer of the popular Hokkaido Cheese Toast. With a strong base of outlets in Bangkok and aggressive international expansion plans, Say Chiizu has already signed on franchisees to bring the brand to Seoul, Dubai, Brunei and Phnom Penh, and is in discussions to grow Say Chiizu in Singapore, Malaysia, the Philippines, China and Qatar, just to name a few. Visit them at Booth G02 to sample Say Chiizu’s Hokkaido Cheese Toasts and find out more about their franchise programme.

Apart from providing free food samples, exhibitors have generously offered irresistible deals to benefit serious investors and entrepreneurs. Activity highlights include:

- CAMEL TREE ENGLISH, Booth E24: Special discounts on initial set-up fees to successful franchisees that have first received consultation on-site
- NYA NYA PTE LTD, Booth D23: \$5,000 off franchise fee for sign-ons during the show

- SSA ACADEMY PTE LTD, Booth D29: Pioneer discount - 10% off initial franchise fees
- BAI MIAN DONG STAR (BAI MIAN DONG INDUSTRY CO. LTD), Booth F02: No franchise fees for appointment of exclusive regional general agency

FLAsia also features the Educational Conference, a newly-minted complimentary programme held in-hall that aims to help visitors gain greater knowledge on the intellectual property and legal aspects of franchising, as well as to pick up tips and tricks from the success stories of FLAsia's exhibitors.

Admission into FLAsia 2017 is free, and by registration only at Marina Bay Sands, Sands Expo and Convention Centre, Level 1, Exhibition Hall B, 10 Bayfront Avenue, Singapore 018956.

All visitors are requested to be in business shirts or collared t-shirts, paired with appropriate long pants. Jackets are not necessary. Dresses, skirts or trousers are recommended for ladies. Kindly be advised that singlets, shorts, bermudas, sandals and slippers are not permitted in the exhibition.

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About BizLink Exhibition Services Pte Ltd

BizLink Exhibition Services Pte Ltd is Singapore's leading exhibition organiser in the fields of gifts and premiums, stationery and office solutions, printing, packaging and signage, and also in the sector of franchising and licensing.

By enhancing our exhibition and event management expertise with alliances and other capabilities, we help move clients forward to achieve their business aims. With a dynamic team having over 30 years of collective relevant experience, deep industry and business expertise, broad media resources and a proven track record, BizLink Exhibition Services is fully committed to providing utmost quality services, delivering exceptional results.

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