



# THE 19TH EDITION **FRANCHISING & LICENSING ASIA**

**FLAsia**  
Franchising & Licensing Asia  
12 - 14 SEPTEMBER 2024  
Marina Bay Sands, Singapore  
Sands Expo & Convention Centre, Hall C

**FOR IMMEDIATE RELEASE**

## **Franchising & Licensing Asia 2024 to Unlock New Horizons in Licensing and Tech-Enabled Franchising**

**Singapore, 5 September 2024** - Presented by the Franchising and Licensing Association (Singapore) and organised by Constellar, the 19<sup>th</sup> edition of Franchising & Licensing Asia will take place at **Sands Expo & Convention Centre** from **September 12 to 14**. Featuring over 300 franchise brands and licensable characters by 150 exhibitors, including international franchises from Hong Kong, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, the United States and Vietnam, FLAsia 2024 is the region's most international franchising event.

### **Unparalleled Insights and Opportunities for Franchising & Licensing in Asia**

Asia's rapidly growing Gen Z population will become the highest consumer spending class globally by 2030, presenting vast opportunities as a target market for businesses to expand in Asia through franchising & licensing. With Asia already contributing over 30% of all franchised businesses worldwide, this region offers lucrative prospects for both homegrown and global brands, especially as the demand for quality products and services across sectors like beauty, wellness, education, and technology surges. As an entrepreneurial venture, franchising and licensing provides relative business stability and growth, and will appeal to financially-savvy younger generations with a lower-risk appetite.

Singapore's pro-business environment provides a strategic launchpad and springboard for these ventures, making FLAsia 2024 a crucial platform for exploring partnerships and driving regional business growth. FLAsia 2024 will offer unparalleled opportunities for entrepreneurs and investors to connect with leading brands looking to expand across the rapidly growing Asia Pacific consumer market, as well as thought leaders, business owners and decision-makers offering insights into building business resilience and scalability. FLAsia 2024 is supported by regional trade and franchising associations in Cambodia, China, Egypt, Philippines, Japan, Singapore, South Korea, Taiwan, Thailand and Vietnam.

### **Deep-Dive into the World of Brand and Character Licensing**

For the first time, FLAsia 2024 features an expansive showcase of licensable brands and characters, as well as comprehensive content, to equip interested parties for the journey. Characters include those from the Marvel Universe, Pac Man, Sonic The Hedgehog, Tamagotchi and The Legend of Hei. Attendees can also connect with representatives from Avex Asia, Bandai Namco, Disney and XM Studios, among



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others, at the FLAsia Conference and gain insights into the evolving landscape of brand and character licensing.

The conference will feature two key panel discussions on brand and character licensing, highlighting the advantages of strategic collaborations and emerging trends that are reshaping the industry. The first session, "The Power of Brand Licensing: How Strategic Collaboration Can Help Scale Your Business," moderated by John Ong, Executive Chairman of FT Consulting, will explore how innovative licensing models and partnerships can expand brand reach and drive growth. Panellists include Alex Baillie, Vice President and General Manager, Consumer Products, The Walt Disney Company, Southeast Asia, India, and the Middle East; Ben Ang, CEO of XM Studios; and Winston Chan, Board Director of IPOS International and Chief Executive Officer of FT Consulting.

The second session, "Emerging Trends Shaping the Future of Brand Licensing: Disrupting Traditional Models," moderated by Esther Wee, President of IIPCC Singapore and IP Consultant at RHT Law Asia LLP, will examine the impact of digital content, social media, technology, sustainability, and globalisation on brand licensing. The panel features Dr. Bryan Tan, Chief Executive Officer of COL Web, Edmund Low, Head of Licensing Division (APAC) at Avex Asia, and Tracy Lui, Senior Assistant Director of Marketing Communications at Mount Faber Leisure Group.

"Character and brand licensing offers exciting opportunities for entrepreneurs to leverage established brand equity, accelerating growth and market penetration," said Mr Edmund Low, Head of Licensing Division (APAC) at Avex Asia. "By partnering with recognizable characters or brands, businesses can tap into existing consumer fandom, reduce marketing costs and enhance overall credibility. Embracing brand extensions not only fosters innovation through collaboration but also creates synergistic partnerships that drive long-term success. Entrepreneurs are encouraged to explore the vast potential of brand licensing as a strategic pathway to elevate their business ventures and achieve sustainable growth."

### **Learn about the impact of Technology and how to build Tech-Driven Strategies in Franchising**

The conference will also feature two pivotal sessions focused on navigating today's complex business and franchising environment impacted by technology. In the session "Business Not as Usual," Kok Ping Soon, CEO of Singapore Business Federation, will provide critical insights into the key factors that drive business success, offering actionable strategies to overcome barriers and build resilient, future-ready companies amidst rapid technological developments and a challenging operating environment.



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Mr Kok Ping Soon, Chief Executive Officer of Singapore Business Federation (SBF) said, "In a 'business-not-as-usual' environment, SBF has supported our members by shaping solutions, allowing them to pivot quickly, maintain continuity, and adapt to unexpected challenges. SBF strives to empower our members with the necessary know-how and skillsets through the various initiatives such as driving internationalisation efforts, building on sustainability, and working with various partners to bring fundamental digital solutions to SMEs."

The second session, "The Tech Advantage: Why You Should Choose a Tech-Driven Franchise," moderated by Oliver Tian, Founder and Director of Oliver Tian Associates, will explore how technology is revolutionising franchising. Panellists Jeremy Choong of Jayvoxx Holdings, Keith Tan of Crown Digital, and Xiao Saunders of Xiao Saunders Consultation will discuss the benefits of tech-forward franchises, including higher profits, easier expansion, and a competitive market edge.

"Tech-driven franchise models allow entrepreneurs to tap into advanced technology to optimise operations and enhance customer experiences," said Mr Keith Tan, CEO & Founder of Crown Digital Pte Ltd. "For instance, we combined AI and robotics to develop Ella the robot barista, a groundbreaking tech-enabled franchise opportunity that redefines the F&B landscape. Ella transforms the coffee experience by delivering consistent, efficient, and contactless service, catering to modern consumer needs. By investing in tech-driven franchises such as Ella, franchisees join the forefront of innovation, driving the future of automated retail globally."

Apart from the above sessions, attendees can engage in interactive discussions and practical workshops that will provide them with comprehensive knowledge on franchising in Southeast Asia.

## **Connect with New and Established Franchisors Onsite**

FLAsia 2024 will enable attendees with franchising intent to make more informed decisions as they connect with franchises onsite. These include 60 percent new franchises in beauty & wellness, education, food & beverage, health, and retail, such as Angel's Pizza from Philippines; Café Bom Bom, EatPizza and Ediya Coffee from South Korea; 9.36 Wellness, Marrybrown and US Pizza from Malaysia; Appzdate, Dian Xiao Er, Logiscool, Organique and Shenmo Education from Singapore. Returning franchises include Fun Learner's School, GoPizza, KC Group, Salady, The Jelly Heart and TungLok Group.

Find out more about the exhibitors in the [Annex](#). To attend FLAsia 2024, sign up [here](#).

For latest information on FLAsia 2024, connect on [LinkedIn](#) and [Facebook](#).



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For media enquiries and interview requests, contact the Constellar Communications team at [comms@constellar.co](mailto:comms@constellar.co).

## **About Franchising and Licensing Association (Singapore)**

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. An essential component of Singapore's knowledge-based economy, FLA (Singapore) promotes and facilitates the use of franchising, licensing and branding as a growth strategy for Singapore enterprises, thus contributing to turning Singapore as a regional franchise and license hub. Through its partnership with Singapore government agencies and international franchise and license bodies, FLA (Singapore) also assists its members in their international development programmes. With an active growing membership of close to 150 companies, representing more than 250 strong brands, FLA (Singapore) is led and managed by a dedicated team of advisors, committee members and a full-time secretariat with the goal of supporting Singapore companies to expand internationally. <https://www.flasingapore.org/>

## **About Constellar**

Constellar is Asia's preferred partner for convening businesses, curating ideas and creating opportunities for sustainable business growth and global impact. Based in Singapore with a regional footprint in China and Malaysia, we curate and develop influential trade and consumer events for key industries, connecting global marketplaces in sectors such as fintech, industrial transformation and ESG. We also manage the Singapore EXPO, Singapore's largest purpose-built venue for Meetings, Incentives, Conventions and Exhibitions (MICE). Our vision is to be a global leader made in Asia, activating impactful networks to enable cross-industry collaboration and innovation through our holistic portfolio of intellectual properties (IP) in the MICE industry. Visit [constellar.co](http://constellar.co) for more information.






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## ANNEX I: Exhibitors Overview (Non-Exhaustive)

- Beauty, Health & Wellness

 <p>WELLNESS SCIENTIFIC</p>	<p><b>*NEW* 9.36 Wellness Scientific Sdn Bhd</b> combines advanced light therapy with a full-service wellness club, offering unique health and recovery solutions.</p>
 <p>KC GROUP OF COMPANIES</p>	<p><b>KC Group</b> has built a substantial retail presence across Singapore through its various brands, each with a significant number of outlets that underscore the group's market reach and operational scale. Clippers Barber, known for its modern take on traditional barbering, operates over 30 outlets across Singapore. Clippers Barber combines the charm of old-school barbering with contemporary styles, catering to a wide demographic from young professionals to older gentlemen. The brand's outlets are placed in prime retail locations, offering convenience and accessibility to customers who value quality grooming services in a comfortable setting. Smoovee Skin is the newest brand in KC Group's portfolio, with 10 outlets focused on Korean hair removal and skin rejuvenation services. Smoovee Skins No Appointment, No Package policy resonates with customers seeking flexibility and affordability in their beauty regimen. The brand's presence in key retail areas allows it to attract a steady flow of customers looking for convenient and effective beauty treatments. Together, these brands reflect KC Groups strategic focus on accessibility, convenience, and quality, making them attractive options for franchising and further expansion.</p>
 <p>ORGANIQUE CALIFORNIA</p>	<p><b>*NEW*</b> Committed to enhancing daily well-being, <b>Organique</b> provides delicious and healthier nutritional options. Their globally recognised products are designed to elevate lifestyles and support personal health goals.</p>

- Business Support





 <p>appZ POS</p>	<p><b>*NEW*</b> Innovate your business with <b>APPZGATE</b>'s cutting-edge technology solutions, including APPZPOS, Singapore's top POS system, alongside MYEPAYROLL and APPZBOOK, designed to streamline operations and boost efficiency.</p>
 <p>KQF www.knqfat.com.sg</p>	<p><b>*NEW*</b> <b>KQF</b>, with 30 years of innovation, provides high-quality, locally-designed commercial refrigeration solutions tailored to Singapore's climate, balancing competitive pricing and eco-friendly practices.</p>






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- Education

 <p><b>FirstCom Academy</b> Creating Better Futures</p>	<p><b>*NEW*</b> Firstcom Academy helps busy professionals advance their careers with practical, industry-led courses that combine classroom learning with hands-on, real-world exercises.</p>
 <p><b>FUN LEARNERS' SCHOOL</b></p>	<p><b>Fun Learners' School's</b> slogan is "Igniting FUN in every learner". We are committed to cultivating students' critical thinking and learning skills designed to benefit them for life while making learning fun. At Fun Learners' School, we believe that every student is unique and has their own learning style. That's why we offer a wide range of educational programs and services, which comprise physical and online courses, flipped classrooms and Singapore's leading K12 AI question bank. From primary and secondary levels, our programs are designed to help students develop a well-rounded skill set and a love for learning.</p>
 <p><b>logiscool</b> Create. Code. Enjoy.</p>	<p><b>*NEW*</b> Logiscool Singapore is revolutionising digital education with coding and digital literacy programs for kids and teens. Their playful, personalised learning approach is designed to develop real-world skills and inspire creativity in the next generation.</p>
 <p><b>神墨教育</b> SHENMO EDUCATION</p>	<p><b>*NEW*</b> A leader in cognitive development, <b>Shenmo Education</b> specialises in abacus and mental arithmetic training. With an expansive network of over 6,000 branches in 110 countries, it offers innovative programs that support holistic child development.</p>

- Food & Beverage

 <p><b>ANGEL'S PIZZA</b></p>	<p><b>*NEW*</b> Angel's Pizza is the fastest-growing pizza brand in the Philippines due to its massive hit product, the Creamy Spinach Dip, high quality and affordability. Currently operating 128 branches and more stores to open soon. Angel's Pizza is awarded by Grab Food as the most favorite pizza in the Philippines.</p>
 <p><b>cafe 뽐뽐</b></p>	<p><b>*NEW*</b> CAFE BOMBOM is a coffee and beverage specialist company that embraces the value of customer satisfaction. We roast our own coffee beans and do a lot of R&amp;D in hot and cold beverages as well as K-food, thus developed various distinctive food and beverage recipes, in addition we also produce our own raw materials. We pride ourselves in creating uniqueness in the taste of our beverages and food and we put our heart in preparing them, ensuring the taste buds of our customers are satisfied. CAFE BOMBOM started as a small cafe in front of the university town of Daegu, South Korea with a simple goal that is to bring a chill and relaxation day to the university students through our drinks. Today, we have more than 500 outlets spreading across Korea.</p>
 <p><b>2店小二</b> Dian Xiao Er</p>	<p><b>*NEW*</b> Experience the culinary excellence of <b>Dian Xiao Er</b>, celebrated for its World's No.1 Herbal Roast Duck, where premium Cherry Valley ducks are marinated with Chinese herbs and spices and then roasted to crispy perfection.</p>



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	<p><b>*NEW*</b> Bringing a unique twist from South Korea, <b>EatPizza</b> offers a fusion of Korean flavours with its fresh, rectangular pizzas topped with creative ingredients like sweet potato and hot spicy chicken. The pizzas are crafted with high-protein dough and 100% natural cheese.</p>
<p><b>EDIYA COFFEE</b></p>	<p><b>*NEW*</b> <b>EDIYA COFFEE</b>, since 2001, has become a leading coffee brand in South Korea, with the largest number of franchise stores nationwide. Providing the best quality coffee at a reasonable price, it has captivated the discerning tastes of consumers and now seeking to become a global brand. EDIYA's core business areas include Franchise Business, Company Operated Stores, and Merchandise Sales. With more than 23 years in store operation know-how, EDIYA has taken the lead in the coffee industry as the first Korean coffee brand to open 3,900 stores nationwide. Beyond our store expansions, we are successfully exporting our high-quality retail products to more than 21 countries around the world, bringing the authentic taste of EDIYA to international consumers.</p>
	<p><b>GOPIZZA</b> is the new concept of pizza. GOPIZZA serves single pax fire baked pizza that you can have ANYTIME, ANYWHERE. Having started as a small food truck in Korea, GOPIZZA has more than 100 outlets in 4 countries! Goven, the patented oven developed by GOPIZZA can bake pizza in less than 5 minutes. That's how we know we can produce top-notch quality pizzas at top speed.</p>
	<p><b>*NEW*</b> <b>Marrybrown</b>, a leading Malaysian fast food chain since 1981, delivers exceptional quality, value, and family-friendly dining with over 500 locations across 16 countries and extensive franchise support.</p>
	<p><b>Salady</b> was started in 2013 from a small store by two college students in Gangnam, Seoul. At the time, a store specializing in salads was unfamiliar to most customers in Korea. Sales began to grow as the menus were created to suit Korean tastes, and a fast-food system was also introduced. The number of stores and sales increased more rapidly following the trend of healthy eating habits. We have always thought that salad store was perfect for franchising. One reason is that there is not much difference in taste regardless of who makes the menu. Another reason is that the price of vegetables fluctuates greatly, so it was necessary to stabilize its supply using economies of scale. As a franchise brand, based on the reasons above, we have become a dominant player in the Korean salad market and have reached the top no competitor can easily surpass. And now, we are working toward a vision of becoming a global healthy fast-food brand.</p>
	<p>Founded in 2007, <b>TheJellyHearts</b> Pte Ltd ("TheJellyHearts") opened its first retail shopfront in 2011, selling a wide range of uniquely flavoured cheesecakes and confectionery. The brand was known for its signature Jelly Cheesecakes — a delicious multi-tiered cheesecake topped with a layer of jelly — and had since gained a strong following in the local market. TheJellyHearts treats its products as a delicious art piece, with a strong focus on both flavours and presentation, making it a feast for both the eyes and the mouth. Additionally, all products are halal-certified, making these sweet treats available and suitable for everyone and all occasions. WCurrently, the company has eleven halal-certified retail shopfronts island-wide and operates</p>



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	<p>via an e-commerce platform as well. Hence, the reason for TheJellyHearts to embark on franchising is to allow the company to ascend to greater heights.</p>
	<p><b>TungLok Group</b>, established since 1984, is a Singapore-grown SGX-listed company. It has more than 30 years of successful track record in owning and operating restaurants both in Singapore and in the region. It is also a leading creator and operator of innovative dining concepts which have received several awards and accolades both locally and internationally. Backing the company is a team of experienced and dedicated management team, service staff, and award-winning kitchen masters, all well-trained and equipped with the essential knowledge of restaurant management and operation.</p>
	<p><b>*NEW*</b> Since 1997, <b>US Pizza</b> has delighted customers with a unique blend of American and local pizza flavors, rooted in its origins in Penang and expanding across Malaysia, Indonesia, and Singapore.</p>