



Franchising & Licensing Asia

13 – 15 AUGUST 2026

MARINA BAY SANDS
SANDS EXPO & CONVENTION CENTRE, SINGAPORE



The 21st Edition

Asia's Leading Franchising and Licensing Show

Presented by:



Organised by:



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Be Part of Asia's Leading Franchising and Licensing Show

Franchising & Licensing Asia (FLAsia) is Asia's leading marketplace for discovering franchising and licensing opportunities. Now in its 21st edition, FLAsia 2026 will bring together over 250 global brands, innovative business concepts, and dynamic exhibitors from across the region.

Happening from **13–15 August 2026** at **Sands Expo and Convention Centre, Singapore**, FLAsia 2026 offers entrepreneurs, investors, and brand owners unparalleled opportunities to connect, collaborate, and grow.

STEP INTO EXCITING OPPORTUNITIES

FLAsia 2026 offers a wealth of opportunities to expand your franchise and licensing network. Explore key programmes, connect with industry leaders, and unlock growth potential for your business.

Franchising



BUYERS & DELEGATION PROGRAMME

Gain direct access to international buyers and high-potential franchising partners to maximise ROI



COUNTRY FOCUS

Explore international markets with expert insights and actionable strategies for business growth



DISCOVERY TOUR

Experience a curated offsite tour to see franchising and licensing brands scale, gaining practical insights for growth



FRANCHISING KNOWLEDGE AREA

Position your brand as a thought leader at FLAsia, sharing insights and connecting with key partners

KEY STATISTICS



7000+

Attendees from +50 Countries



250+

Brands on Showcase



150+

Exhibitors



30+

Speakers Delivering Expert Insights

Licensing

With a pro-business environment, robust IP protection framework, and strong connectivity to international markets, Singapore serves as a strategic springboard for brands pursuing regional and global growth. As a trusted hub for licensing, franchising, and brand management, Singapore enables rights holders and licensors to scale efficiently across Asia and beyond.



LICENSING VILLAGE

Showcase licensing opportunities and connect with businesses seeking strategic partnerships



LICENSING CONFERENCE

Explore practical insights, shared experiences, and connections shaping the future of brand and IP licensing in Asia



Explore emerging Asian brands and original creative properties looking for licensing partners



Connect with retailers, franchisors, distributors and investors actively seeking licensable assets



Showcase Your IP to Key Decision-Makers



TOP 10 COUNTRIES/REGIONS (Overseas Visitors)

- China
- Cambodia
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- South Korea
- Thailand
- Vietnam

INTEREST LEVEL



“ WHAT VISITORS ARE SAYING

Anyone looking to start their entrepreneurial journey or expand into a new industry should definitely visit this exhibition.

**KC Ng, Chief Geek,
WTF Technology Pte Ltd**

You should visit FLAsia 2026 if you want to gain exposure, explore more opportunities, and grow your wealth and business.

Samantha Lin, Director

JOB LEVEL



Exhibitor Profile

BEAUTY, HEALTH, & WELLNESS

Beauty | Health |
Wellness

EDUCATION & TRAINING

Child Care Service |
Enrichment School |
Professional
Education

FOOD & BEVERAGE

Bakery & Confectionery | Cafe & Dessert
Concept | Full-Service Restaurant | Quick
Service Restaurant

LICENSING

Animation Licensing | Brand Owner |
Character Licensing | E-Game | E-Sport |
Government Office | International Consulate
Manufacturer | IP Licensing Company | IP
Owner | Licensee | Licensing Agent | Licenser |
Retail | Service Provider (Marketing/ Event/
PR) | Service Provider (Technology/
Innovation/Market Expansion)

FRANCHISEE BUSINESS SUPPORT & SUPPLIER

AI courses | Business Solution |
Consultancy | Financial Service | Legal
| Retail Technology

RETAIL

Automotive | Convenience & Lifestyle |
E-Commerce & Omni-Channel |
Fashion & Apparel | Home
Improvement & DIY | SMART Retail |
Sports & Entertainment

Visitor Profile

Art & Design | Automotive | Brand Owner/Licensee | Business Owner | Character & Animation | Colleges & Universities |
Corporate Brand | Entrepreneur | E-Sports | Fashion & Apparel | Food & Beverage | Franchise Management Company | Games
| Investor | Manufacturer | Master Franchisee | Maternity & Children | Multi-Unit Franchisee | Music | Packaging | Publishing |
Retail Operator | Retiree | Single-Unit Franchisee | Sports | Trader | Travel/Leisure | Young Founder

Singapore Pavilion Booth Rates

Raw Space (Minimum 18 sqm)

SGD 845 per sqm

Shell Scheme (Minimum 9 sqm)

SGD 905 per sqm

International Booth Rates

Raw Space (Minimum 18 sqm)

SGD 662 per sqm

Shell Scheme (Minimum 9 sqm)

SGD 735 per sqm



WHAT EXHIBITORS ARE SAYING

FLAsia was a wonderful opportunity to build relationships, develop a profound understanding of different markets, and ultimately pave the way for significant growth in Southeast Asia.

Rafael Mangini, Head of Business Development, MapleBear Asiawide

There's a really wide array of potential investors here. It's a great networking event to get your brand out there!

Noah Oberman, CEO, Snap Fitness Singapore

CONTACT INFORMATION

For exhibiting or sponsorship
opportunities:

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For media or partnership matters:

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