



18th FRANCHISING & LICENSING ASIA

17 - 19 AUGUST 2023

Marina Bay Sands, Singapore
Sands Expo & Convention Centre

MEDIA RELEASE

For immediate release

AI-ready F&B Brands, Taiwanese Franchises and Character Licensing Takes Centre Stage at Franchising & Licensing Asia 2023

Singapore, 3 August 2023 – Visitors attending Franchising & Licensing Asia (FLAsia) this August can explore franchising opportunities with F&B brands focusing on increasing operational efficiency through AI and automation; specially curated brands from Taiwan; and, for the first time, character licensing and merchandising opportunities.

Returning **17-19 August** at **Sands Expo and Convention Centre Level 1, Hall C**, FLAsia is Asia's most established trade platform for the industry, presented annually by the Franchising & Licensing Association (Singapore) and organised by Constellar. This year's edition features over 90 local and international franchises, as well as country pavilions from Singapore, South Korea, Taiwan and Vietnam, connecting aspiring individuals and entrepreneurs with global-ready brands who are looking to expand into the rest of Asia Pacific and globally, with Singapore as the springboard.

With FLAsia 2023's theme **'Breaking Barriers with Franchising: Paving the Way for Aspiring Entrepreneurs & Global-Ready Brands'**, Ms Low Yen Ling, Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry will give her welcome address, followed by a 2-day conference and last-day workshop that will deep-dive into topics focusing on breaking barriers to franchising.

Featuring over 40 leaders and experts with a wealth of cross-sector experience, FLAsia 2023 will examine topics ranging from changing customer preferences and effects on franchising, impact of digital technologies, legalities of brand licensing, dynamics of the franchisor-franchisee relationship, financing and funding options, franchise locations and lease agreement negotiation, to content and brand marketing for franchisees. The 3rd day workshop will take a hands-on approach where participants embark on a comprehensive research journey to thoroughly examine and navigate components of a franchise.

New to FLAsia 2023 is the **Fresh! Brands Showcase**, an exclusive show-and-tell space for exhibiting brands to further showcase their offerings. Brands speaking include Orangetheory Fitness, Bandai Namco Entertainment, the KC Group of Companies (owner of beauty and barbering brands such as kcuts 10 minutes Quick Cut, Kskin Express Facial, Smoovee Skin Korean Hair Removal and Clippers Barber) and Mitsuba Japanese Restaurant.

Explore F&B franchises and how AI and automation can optimise efficiency

Over on the show floor, FLAsia 2023 continues to receive strong support and participation from F&B brands and restaurants, such as the Brotzeit® German Restaurant and Beer Bar, Canadian 2 for 1 Pizza, Chewy Junior, Crystal Jade, Gloria Jean's Coffees, Home Fiesta by Tung Lok and Russo's New York Pizzeria.

With a unique focus on managing manpower challenges that continue to impact Asia's F&B industry, first-movers in the automated food preparation and cooking Arteastiq and Gopizza will be showcasing their high-tech kitchens that incorporate artificial intelligence and cutting-edge automation technology to replace segments of the traditional food preparation and cooking processes.

Arteastiq will be launching 'AI Tomato', its pasta specialty brand from Singapore that embraces technological advancements to produce delicious dishes while maintaining a focus on high-quality and consistent pasta dishes made with fresh ingredients. Gopizza will showcase its smart kitchen, comprising of its Goven oven machine that bakes its pizzas with precision temperature control; the AI Smart Topping Table that identifies and selects topping ingredients; and the Gobot robotics station that assists staff in preparing the pizzas for baking.

Experience the epitome of Taiwanese culinary and lifestyle

Supported by the Bureau of Foreign Trade and TAITRA, the extensive Taiwan Franchise Brands Pavilion will feature a remarkable line-up of Taiwanese beverage, culinary and lifestyle brands looking to grow their brand presence worldwide. These include established players in Taiwan's vibrant beverage scene such as COCO fresh tea & Juice who has become a worldwide bubble tea brand with over 5,000 stores in various regions; Chinyo Tea with its distinctive green tea base, seasonal fresh fruits infusion, and topped with a creamy milk cap; and Cozy Tea Loft who combines world-renowned black tea with fresh, locally-sourced fruits from Taiwan.

Taiwanese culinary brands to check out include Hu Xu Zhang (Formosa Chang), the No.1 brand of Lu Rou Fan (braised pork rice) restaurant in Taiwan; Fuhuigen who specialises in Chinese herbal soups based on the royal palace dietary therapy culture of the Eastern Han Dynasty; Kazama Catering who creates memorable dining experiences with diverse menus that includes both traditional Taiwanese dishes and international cuisines; Meet Fresh that specialises in Taiwanese home-style desserts with fresh ingredients and no preservatives; and Moon Met Mountain Shawarma that fuses the concept of the classic Middle Eastern shawarma with Taiwanese culinary influences.

Visitors should also check out lifestyle brands AQUA, who provides convenient laundry services and high-quality products through IoT technology, and LUVAll by Peisheng Beauty Group, whose doctor-led R&D team and trained experts in skin care products and skin management attend to clients at over 2,000 skin management centers worldwide.

Discover the lucrative potential of character licensing and merchandising

For the first time, FLAsia2023 will host two distinguished companies in the licensing market - Bandai Namco Entertainment and Forward Creation – who are offering interested companies opportunities to create licensed merchandise that incorporate their iconic characters. Bandai Namco Entertainment owns legacy and blockbuster gaming brands such as PAC-MAN, Elden Ring, Tekken, Taiko no tatsujin, and more. Forward Creations prides itself in connecting concepts brands with the local K community and will be presenting its character IPs GOODYVERSE, Dr.B-PANG and SMELLY for further licensing and merchandising exploration.

“We are very excited about this year’s FLAsia with the diverse profile of brands offering franchising and licensing opportunities to interested local and regional attendees. It again demonstrates the lucrative potential of Asia’s consumer markets, with Singapore as the springboard for brands to expand into the region. The diversity and richness of the content this year is also extremely empowering for our attendees and greatly strengthens FLAsia’s proposition as a key knowledge exchange and business networking platform,” said Mr Dickson Low, President of Franchising and Licensing Association (Singapore).

Other brands to check out include education-focused Nullspace Robotics and Speech Academy; health & wellness brands Anytime Fitness and Mscent; convenience store brand 7-Eleven; vending machine brand focusing on selling Halal-Certified and Islamic-Related products - CLEAN by One Halal Nation; and many more.

Admission to FLAsia 2023 is free and open to business/trade visitors and aspiring individuals seeking business and investment opportunities. Register [here](#).

Event Details

Franchising & Licensing Asia (FLAsia) 2023
17 – 19 August 2023 (Thursday – Saturday), 10am – 6pm, daily
Website: <https://franchiseficenseasia.com/>
Facebook: <https://www.facebook.com/FranchiseLicenseAsia>
LinkedIn: <https://www.linkedin.com/in/franchiseficenseasia/>
Official Hashtags: #FLAsia2023 #FLAsia

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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 140 companies, representing more than 250 strong brands, FLA (Singapore) is led and managed by a dedicated team of advisors, committee members and full-time secretariat with the goal of supporting Singapore companies to expand internationally. <https://www.flasingapore.org/>

About Constellar

Constellar connects a global eco-system of event partners and consumers through a holistic portfolio of intellectual property (IP) in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry. As Asia's partner of reference for curating innovative event and venue experiences, Constellar activates impactful networks to bring global markets, businesses and consumers together for sustainable growth. With our expertise and dedication, we are invested in helping you build trusted relationships with stakeholders for the long term and enabling cross-industry collaboration through world-class audience engagement solutions. Visit constellar.co for more information.