



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



12 -14 SEPTEMBER 2024  
Marina Bay Sands, Singapore  
Sands Expo & Convention Centre, Hall C

**FOR IMMEDIATE RELEASE**

## **Empowering Entrepreneurs: FLAsia 2024 to Ignite Franchising and Licensing Opportunities Across Asia**

**Singapore, 1 August 2024** -- The countdown has begun for [Franchising and Licensing Asia \(FLAsia\) 2024](#), one of the region's most anticipated trade events for franchising and licensing. Organised by the Franchising and Licensing Association (Singapore) and Constellar, FLAsia 2024 will take place at **Sands Expo & Convention Centre** from **September 12 to 14**, offering unparalleled opportunities for entrepreneurs and investors to connect with leading brands looking to expand across the Asia Pacific and beyond.

For investors and aspiring entrepreneurs who seek lucrative business opportunities, stability and growth amidst an ever-evolving business landscape, franchising and licensing are [proven business models](#) that offer established brand recognition, training and comprehensive support across the business journey, significantly reducing risks and enhancing the potential for a successful and rewarding career as a business owner. On the other hand, with Asia holding its position as an economic powerhouse, particularly in GDP per capita, [the region's burgeoning middle class is driving demand for premium services and products](#). This positive trajectory presents vast opportunities for more homegrown and global brands to meet these needs through franchising and licensing<sup>1</sup>.

“As the springboard to the vast Asian consumer market, Singapore is a strategic market and launchpad for master franchisors and aspiring entrepreneurs. The city's pro-business environment and stability offer a favourable climate for regional growth. FLAsia 2024 aims to be the essential platform for knowledge exchange and business

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<sup>1</sup> Among these observations include [franchise tea chains Nayuki, Hey Tea and Mixue Bingcheng](#) who have made the Southeast Asian market their focal points to expand their brands; 40-year-old [Thai fast-food chicken franchise Five Star](#) committing to reach 11,500 outlets across 10 countries by 2024; [Australian doughnut chain Lukumades](#) (with franchises in Indonesia, Malaysia, Taiwan and UAE) recently opening its first franchise outlet in Singapore; [US bakery chain Sprinkles](#) launching its first global franchise in South Korea with plans to expand to Singapore and Malaysia; and Singapore-headquartered industrial holding company [Kusto Group planning to expand restaurant chain Wendy's presence](#) in Central Asia by opening and operating 55 outlets across Uzbekistan and Kazakhstan by 2030. Hotel franchising has also gained popularity in Asia-Pacific; with [Wyndham Hotels & Resorts](#) identifying Singapore as a key strategic market and opening Wyndham Singapore (previously The Peninsula Excelsior Singapore) to introduce the Wyndham brand in Asia. On top of that, [Southeast Asia alone hosts over 4,500 franchise systems with more than 160,000 franchisee firms](#).



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networking for franchisors and franchisees to explore exciting partnerships,” said Mr Dickson Low, President of the Franchising and Licensing Association (Singapore).

## **FLAsia 2024 Highlights**

FLAsia 2024 expects to feature over 300 franchises and licensable characters by 150 exhibitors, including international franchises from Hong Kong, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, United States of America and Vietnam, enabling FLAsia 2024 as the most diversified franchising show in the region.

- **Direct Access to Franchisors Onsite:** While some brands publicly share franchising opportunities on their websites, many other brands do not and hence, FLAsia 2024 will welcome new and established brands in beauty & wellness, education, food & beverage, health and retail, who are seeking potential franchisees to amplify their brand(s) beyond their home countries. These brands include Appzgate, Dian Xiao Er, EAT Pizza, Figaro Coffee, Grains & Co, Greendot, Hawker Chan, Lee Wee & Brothers, Moon Eat Mountain Shawarma, Shen Mo Education, The GearBox (by MK Group) and more.

For F & B brands, attendees may also be able to sample the food products onsite, enabling them to make better informed decisions when considering franchising intent.

- **Unparalleled Insights and Opportunities for Character Licensing:** Bandai Namco, Forward Creation and XM Studios will be showcasing their licensable characters, which the licenses can be purchased. Licensees can then design and create co-branded merchandise and products for retail sale. Some licensable characters to be showcased include Pac Man and Tamagotchi.
- **Extensive Best Practices and Franchise Journeys Sharing at FLAsia 2024 Conference, Workshop and Fresh! Brands Showcase:** Focusing on strengthening resilience in the franchising business, this year’s conference and workshop delves into dynamic discussions, hands-on workshops and insightful case studies to empower franchisors and franchisees with strategies and solutions to withstand challenges and prosper. Emerging brands with innovative



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F&B concepts and cutting-edge tech solutions can also pitch their brands at Fresh! Brands Showcase.

Some sessions include:

- Panel Discussion on the advantages of investing in franchises, the benefits and rewards as a franchisee, with Anytime Fitness Singapore and Philippines, Fun Learners' School, Ryan's Grocery and 7-Eleven;
- Panel Discussion on innovative licensing models and strategic brand collaborations for merchandise and product licensing, with FT Consulting and XM Studios
- Roundtable Discussions on the ins-and-outs of franchising in Indonesia, Malaysia, Thailand and Vietnam, hosted by the Franchising and Licensing Association (Singapore) and helmed by in-market experts at each roundtable.
- Workshops that empower aspiring and prospective franchisees at every stage of the franchising journey, from understanding investment profiles to identify suitable franchises for acquisitions, franchise recruitment and relationship management, as well as conflict management strategies and communication techniques for franchisees and franchisors.

Franchising & Licensing Asia 2023 showcased franchises and licensable characters from over 105 exhibitors and 5 country pavilions, as well as offered first-hand insights into the business from 46 experts at the FLA Conference, Workshop and Fresh! Brands Showcase. The event attracted over 6,500 attendees and facilitated over 300 business meetings and hosted tours.

For latest information on FLAsia 2024, connect on [LinkedIn](#) and [Facebook](#). To register, visit the [FLAsia website](#).

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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 140 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](https://www.constellar.co) for more information.