

MEDIA RELEASE
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Innovative business concepts convene at Franchising & Licensing Asia (FLAsia) 2021 to attract budding entrepreneurs

Singapore, 19 November 2021 – Smart vending machines powered by app-based consumer insights detailing purchasing patterns and payment habits. Healthy handmade pizza from Korea that are now making waves across the region. These are among the exciting business concepts which will be showcased at Franchising & Licensing Asia (FLAsia) 2021, a key trade event that brings international franchises, licenses, brands, and business concepts to Asia’s doorstep.

To be broadcast to more than 3,000 global participants from 25 – 26 November, FLAsia’s second virtual edition comprises a 2-day conference and a virtual exhibition featuring more than 70 international brands from key sectors such as food and beverage, education, retail, wellness, and professional services keen to enter or grow their presence in Asian markets.

Participants can look forward to hearing from Malaysia-based Nu Vending which will be introducing its app-powered inventory tool to new markets. The company will also be highlighted at the event’s **Fresh! Brand** showcase, a series of fast-paced 5-minute investor-oriented pitches; and **Discovery Days**, a feature for interested buyers to go behind-the-scenes and explore how the tech-based solution reduces labour-reliance and increases productivity by reimagining automation through data analytics.

Attendees can also connect with Pizza Alvolo, which rose in popularity after numerous features in hit Korean dramas, as part of the inspiring line-up of exhibitors from the Korea Pavilion supported by the Korean Franchise Association. Other established global F&B brands to feature under the Korean banner include bb.q chicken and Street Churros.

In addition, FLAsia 2021 will serve as the platform for the launch of TreeAMS, the first all-in-one franchise management system in Southeast Asia. TreeAMS aims to replace resource-heavy and labour-intensive processes with an easy-to-use cloud-based system.

Other exhibitors, hailing from countries such as Japan, Singapore, and Indonesia, will also showcase a slew of new innovations which among other things, have brought them success amid the highly challenging pandemic-induced business climate.

Mr. Andrew Khoo, President of Franchising and Licensing Association (Singapore) said: “FLAsia 2021 is a great platform for businesses looking to expand locally, regionally and internationally; it is also testimony to the franchising and licensing community’s resilience and its ability to stay nimble, diversify and embrace the digital space. Participants will gain from shared experiences and insights which we hope will benefit them as we move towards a post pandemic environment.”

Budding entrepreneurs can also look forward to the 2-day conference to gain insights into franchising and licensing business models, learn about the outlook for franchising businesses brought about by COVID-driven needs, as well as deep-dive into opportunities in markets such as Vietnam, Malaysia, and the Gulf Cooperation Council region.

FLAsia 2021 will feature 50 expert speakers across 15 keynote and panel sessions, including business luminaries such as Jeshier Loi, Director of Branding & Market Development at Ya Kun and Andrea Bell, Co-Founder & Director of Inspire Brands Asia.

The event will kick-off with an opening address by Guest of Honour, Singapore Minister of State Low Yen Ling, Ministry of Culture, Community and Youth & Ministry of Trade and Industry.

Admission is free and open to business / trade visitors and individuals seeking business and investment opportunities. Register here: <https://bit.ly/FLAsia2021SignUpPR>

Event Details

Franchising & Licensing Asia (FLA) 2021 (Virtual Edition)

25 – 26 November 2021 (Thursday – Friday)

Visitor Registration: <https://bit.ly/FLAsia2021SignUpPR>

Exhibitor Registration: <https://bit.ly/FLAsia2021ExhibitorSignUpPR>

Website: <https://franchiseliicenseasia.com/>

Facebook: <https://www.facebook.com/FranchiseLicenseAsia>

Instagram: <https://www.linkedin.com/in/franchiseliicenseasia/>

Official Hashtags: #FLAsia2021 #FLAsia #FLA

Media Assets for Download: <https://ter.li/zi8fka>

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About Franchising and Licensing Association (FLA Singapore)

Franchising and Licensing Association (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.

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.

Constellar is headquartered in Singapore. Founded in 2021, it brings together decades of experience with an intrepid team of experience specialists around the world. Visit www.constellar.co for more information.