

28 JUL 1999  
FRANCHISE-EXPO  
130 PARTICIPANTS FOR FRANCHISE ASIA'99

KUALA LUMPUR, July 28 (Bernama) -- Some 130 local and foreign participants will participate in the Franchise Asia'99 exposition and conference to be held at Putra World Trade Centre from Oct 15 to 17.

Announcing this, chairman of Malaysian Franchise Association, Datuk Adzmi Abdul Wahab said that 110 have confirmed their participations with 20 more companies expected to join in soon to fill the 1,300 sq metres exhibition space available.

So far, 37 foreigners, 48 locals and 25 support institutions have indicated that they would take part in the exposition.

Prime Minister Datuk Seri Dr Mahathir Mohamed is expected to officiate the exposition and deliver a keynote address entitled "Exploring Opportunities in The Emerging Markets," Adzmi said at a press conference to announce the exposition.

Also present was Deputy Minister of Entrepreneur Development Datuk Idris Jusoh who received 30 memoranda of understanding (MoU) signed by 30 exhibitors who will participate in the expo.

Franchise Asia '99 exposition and conference will be organised by the Entrepreneur Development Ministry and Malaysian Franchise Association.

Turning to the Franchise Asia '99 conference, Adzmi said it will focus on each of the franchise and franchisor areas.

Some of the topics lined up for the Franchisee Track include "Selecting and Investing In a Franchising Business", "Negotiating A Franchise Business" and other crucial topics.

On the Franchisor Track, interesting topics will include "Evaluate Your Business: Is It Ready To Franchise?" and "How to Market and Sell Your Franchise?"

In conjunction with the conference, a plenary session will be organised which is suitable for prospective franchise buyers and sellers as well as franchisors and franchisees.

It will discuss among others "Trend and Innovations In Franchising," "Learning From A Matured Franchise Market" and "Franchising In Asia: Prospect & Opportunities."

Idris said that the organisers expected about 23 key experts and industry leaders to speak at the conference.

Invited foreign speakers will include President of European Franchise Federation, Manfred Maus, executive director of British Franchise Association, Brian Smart and president of the International Franchise Association, Don Debolt.

Local speakers will include managing director of Franchise Technology Sdn Bhd Siew Pak Kheong, chief executive officer of Credit Guarantee Corporation Bhd, Wan Azahar Wan Ahmad and chief executive officer of Perbadanan Nasional Bhd Mat Hassan Esa.

A charity golf tournament kicks-off the Franchise Asia's week on Oct 12 which offers a brand new Proton Perdana V6, to be followed by the World Franchise Council (WFC) meeting on Oct 14.

WFC consists of 34-member countries' franchise association and is expected to deliberate important issues related to the industry. -- BERNAMA

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