

Malaysia's Franchise Promotion Mission To SIFE Nets Sales Worth RM49.5 Million
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PUTRAJAYA, Sept 21 (Bernama) -- Malaysia's franchise promotion mission to the Shanghai International Franchise Exhibition (SIFE) 2011 has clinched transactions worth RM49.5 million in initial sales negotiations.

Deputy Minister of Domestic Trade, Cooperatives and Consumerism Datuk Tan Lian Hoe said Malaysia's franchise products and services received encouraging response from Chinese investors and entrepreneurs who visited the three-day exhibition held from Sept 17.

"The mission received overwhelming response. The prime aim of the mission is to introduce Malaysia's franchise products and services at international level," she told reporters.

Tan said she also held discussions with the Shanghai Chamber of Commerce deputy president Jin Liang to expand the scope of business between the two countries, particularly small-and-medium sized enterprises (SMEs) and turning Malaysia into a hub for halal products for Asia and Middle East countries.

She said Jin Liang also agreed to bring SME operators from China to participate in the Franchise International Malaysia (FIM) 2012 in Kuala Lumpur.

To date, seven Malaysian franchisors have opened 58 franchise outlets in China and another nine are to open theirs later.

Among Malaysian franchisors operating in China are England Optical Group Sdn Bhd, Secret Recipe Cakes and Cafe Sdn Bhd; Nelson's Franchise Sdn Bhd; Daily Fresh Foods Sdn Bhd; Kenny Rogers Roasters; Marrybrown Fried Chicken Sdn Bhd; and Berkat Semangat Sdn Bhd.

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