



Mirror Your
Business Success
At
Southeast Asia's Largest Franchising
Exhibition & Conference

EXHIBITION 24 - 26 August 2001

CONFERENCE 24 - 25 August 2001

SEMINARS 25 - 26 August 2001

VENUE Putra World Trade Centre
Kuala Lumpur, Malaysia

Organisers:



Ministry of Entrepreneur
Development, Malaysia (KPU)



Malaysian Franchise
Association

Co-organiser:

interexpo

Interexpo (M) Sdn Bhd (160805-X)

www.interexpo-my.com/fi

Reaching out to Franchisees for YOU!

To ensure that we deliver the quality visitors who understand the concept of following a tried and tested business system i.e. your potential franchisees, we are aggressively promoting the event for you through...

- ◆ Regional Franchise Associations promotions
- ◆ Direct Mailings
- ◆ Major trade show promotions
- ◆ Focused PR campaign
 - Editorials and Advertisements in trade and related media
 - Special feature interview
 - Focus write-ups
 - Supplement in news daily
 - Radio interviews
 - TV interviews
- ◆ Banner Advertisements
- ◆ Fax Blasting
- ◆ Email Broadcasting
- ◆ Show Update
- ◆ Show Preview
- ◆ Quarterly Event Newsletter (print version)
- ◆ Personal Invitations
- ◆ Electronic Newsletter



"The ultimate goal is to make Malaysia ready to accept its role as the regional trade centre including for franchising. Our strategic location and well-developed infrastructure will provide a viable alternative for global corporations. Our capacity to undertake the role of the human resource training centre, also will assist the promotion of Malaysia as the "Asian Growth Centre for Franchising"

*YAB Dato' Seri Abdullah Haji Ahmad Badawi
Deputy Prime Minister of Malaysia*



"The organization of Franchise International Malaysia is one of the many efforts by the Ministry to expose public to the franchising opportunities available and at the same time develop more franchisees, master franchisees and franchisors. Franchise International Malaysia also aims to educate and guide franchise entrepreneurs and potential franchise entrepreneurs on the workings of a franchise business..."

*as translated from the Speech of
YB Dato' Seri Mohamed Nazri Abdul Aziz
Minister of Entrepreneur Development,
delivered at the Opening Ceremony of
Franchise International Malaysia 2000*



"...The government's target now is to focus on the actual development of more homegrown franchisors and franchise systems,... and therefore, I would like to propose that the coming year be known as 'Franchising Year 2001' to spur the growth of homegrown franchise systems..."

*Y Bhg Dato' Mustapa Mohamed
Advisor to Ministry of Finance &
Chairman of the Organising Committee
of Franchise International Malaysia 2000*



"FIM2000 will see the participation of 113 exhibitors, out of which 52 are home grown franchisors, 36 are foreign franchisors from 10 different countries, and 25 support institutions. I am happy to note that a number of new products will also be exhibited, reflecting the growing interest and confidence in franchising."

*Y Bhg Datuk Adzmi Abdul Wahab
Chairman
Malaysian Franchise Association (MFA)*

The franchise industry in the Asian region, in particular Malaysia has seen tremendous growth.

Over the last few years, Malaysia has seen the industry develop a total of 602 franchisees and 81 franchisors as at July 2000. Currently, there are 233 franchise systems and more than 6000 franchisees operating in Malaysia.

This encouraging growth number came as no surprise considering that franchising is widely

recognized as the proven method of rapid business expansion without enormous capital investment for franchisors. To spring board the franchise industry further, the next Franchise International Malaysia will be held for the seventh year running on 19 - 21 October 2001.

10 reasons why YOU have to exhibit at Franchise International Malaysia 2001



- 1 Franchise International Malaysia 2001 is jointly organized by the Ministry of Entrepreneur Development and the Malaysian Franchise Association - the two umbrella organizations serving and policing the franchise industry.
- 2 Franchise International Malaysia delivers results. Strong past records confirm that both potential and master franchisees actually shop for business at the event.
- 3 Quality visitors are consistently the top reasons why our exhibitors return year after year.
- 4 Franchise International Malaysia draws funding organizations and make the franchising business easier.
- 5 Feel the rapport and get to know the franchise fraternity better at Franchise International Malaysia.
- 6 Malaysia, the host-country for the event has franchise-friendly policies, good business systems and infrastructure in place.
- 7 Franchise International Malaysia is well marketed to the right target audience - on print, on air and on-line.
- 8 Malaysia's only leading franchise event was established since 1994. Our credibility speaks volumes for your business.
- 9 Continuous promotion of the event ensures maximum exposure for your business.

And the ONE most important reason why you cannot afford to miss this opportunity: **Franchise International Malaysia delivers you the quality visitors for your business. Statistics for Franchise International Malaysia 2000 prove just this!**



10 Just sign up as an exhibitor, and we do the rest!

Learn it ALL at the FRANCHISE CONFERENCE

Discover the convenience - **Exhibits and Conferences - are all under one roof.** Held at the Putra World Trade Centre, the nation's leading convention centre, **the Franchise Conference will be on 19 - 20 October 2001.** It teaches, it educates, it guides. From **number crunching financial aspects, sniffing out the best franchise to adopt, to managing franchisor-franchisee relationships,** the Franchise Organizing Committee* ensures that only the best and current topics are offered.

Call for Speakers

If you have a savvy speaker who can excite the audience, we want to hear from you (and your suggestions too!)

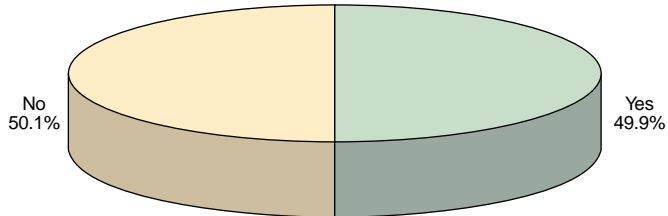
Franchise Opportunities Seminars

On top of this, Exhibitors can hold their own franchise opportunities seminars and workshops in conjunction with the event. Trust us, it is the best way to reach the people you want to do business with. Contact our representative today!

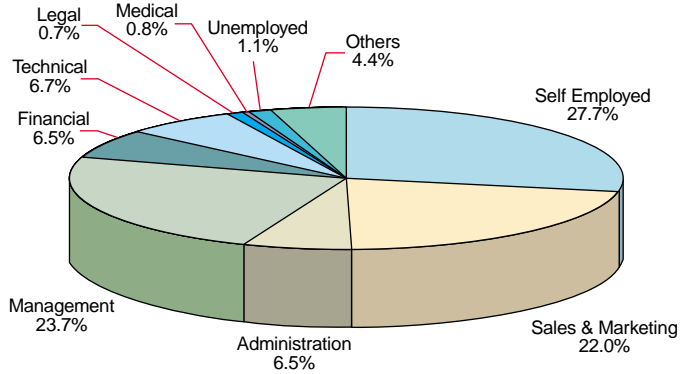
* The Franchise Organizing Committee is comprised of top-notch and leading personalities from the franchise fraternity, appointed members of the Ministry of Entrepreneur Development, the Malaysian Franchise Association and leading consultants.

A glance at the visitors statistics for Franchise International Malaysia 2000

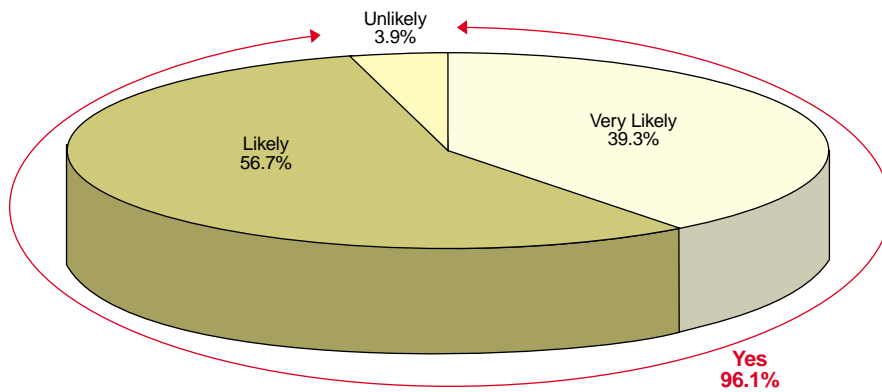
Visitors by Business Ownership



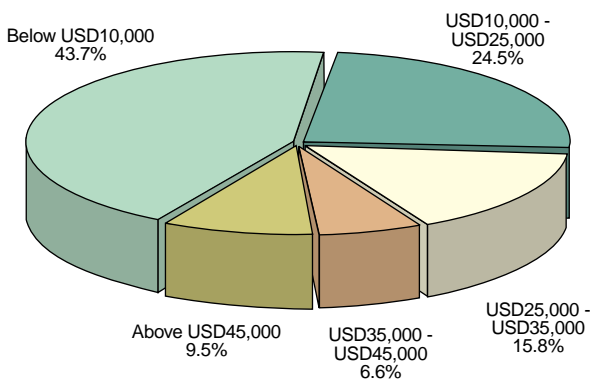
Visitors by Job Level



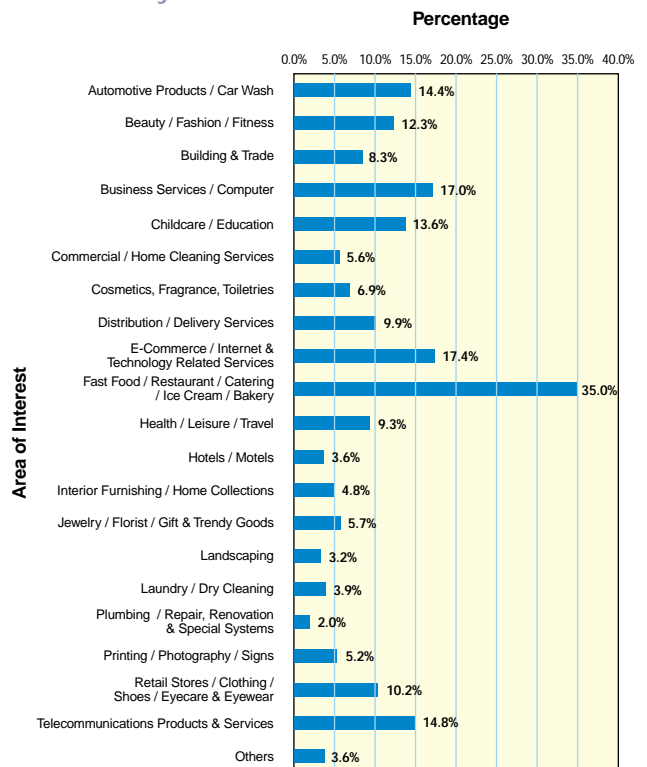
Visitors by Interest to Own a Franchise



Visitors by Maximum Capital



Visitors by Area Of Interest



If numbers and figures do not impress you, just read what our past exhibitors have to say:



"I am very impressed with the organization and administration of FIM2000. This is my second year of participating in the exhibition. The response to our franchise opportunity has exceeded our expectations. It is a pleasure to work with the professional management and staff of the Malaysian Franchise Association (MFA)."

*Paul E Barkman,
Director of International Development,
Roto-Rooter Corporation.*

"I anticipate 2-3 franchisees from this event who could buy more than 1 franchise. We have over 900 leads from the event, ... they are quality visitors "

*Gary Schiff,
Senior Regional Manager, Asia/Far East,
Subway International B.V.*



"This year, we are focusing more on out-of-state franchisees. At present, our outlets total 24, and we have 16 franchisees, some of which hold more than one franchise outlet. Already, I think we have found some serious franchisees for Kuching, Johor and Melaka, so we are quite pleased to have achieved this through this show."

*Tengku Rozidar T. Z. Abidin,
Chief Executive Officer,
Nineteen O One Sdn Bhd.*



"The Quality of the visitors is much higher this year, people seem more aware of the benefits of a franchised business. We have had record attendances at our booth and handed out over 5,000 flyers. I am currently in the process of assessing more than 200 serious enquiries. I am extremely pleased with the results"

*Roy Emerson,
Chief Executive Officer,
Worldsites Network.*



"The response from the public is overwhelming to our franchise... there is great potential for growth for Baguz Bites. The visitors to this event really understand the products, i.e. like why we use salami instead of raw burger for food safety reasons... they are really quality enquiries. I am pleased to say that I am expecting 20 franchisees to be appointed a year from this event."

*Pn Rohati A. Kadir,
Managing Director,
Baguz Foods Sdn Bhd.*



"We have received over 297 enquiries for Master Regional and Courier Franchisees. We should be able to achieve our target to get 5 Master Regional Franchisees to be appointed within 1-2 months from this show. FIM2000 helped us a lot with plenty of quality enquiries."

*Awalan A Aziz,
Managing Director,
Fastway Couriers Malaysia.*

Organisers



Ministry of Entrepreneur Development, Malaysia (KPU)

Ministry of Entrepreneur Development has a Franchise & Vendor Division, which implements the policy to develop entrepreneurs through the franchise development programme. The objective of the Division is to introduce the franchise systems as a strategy towards developing the Bumiputeras to become a resilient, industrial and commercial society. This is in line with the National Development Policy to increase the number of Bumiputera entrepreneurs i.e. either as franchisors, franchisees, or master franchisees. For more information about KPU, please visit www.kpun.gov.my



Malaysian Franchise Association (MFA)

MFA was formed in 1994 to support the implementation of Government of Malaysia's programme to promote entrepreneurship through franchising. It will serve as a resource centre to both current and prospective franchisors and franchisees, as well as for media and the public. For further information about MFA, please visit www.mfa.org.my

Co-Organiser

interexpo

Interexpo (M) Sdn Bhd

Interexpo is an established event organiser in Malaysia which comprises some of the most experienced exhibition professionals in the country with the management team's combined experience totaling over 40 years. Interexpo is the exclusive representative of Miller Freeman in Malaysia. Miller Freeman is the leading trade show organiser with vast experience and resources that builds the success links into your business. The synergy of Interexpo's relationship with Miller Freeman will keep you in touch with over 370 trade shows and growing portfolio of digital media products and publications, including 270 magazines. More information can be found at www.interexpo-my.com

Exhibit / Sales Contact

Casandra Kok
Sales Manager
cas@mfsb.po.my

Interexpo (M) Sdn Bhd (160805-X)
16A, Jalan SS21/39, Damansara Utama
47400 Petaling Jaya, Selangor Darul Ehsan, Malaysia
Tel : +603-7710 3333 Fax : +603-7710 3818
www.interexpo-my.com/fi