

FLAsia

Franchising & Licensing Asia

18 - 20 September

Marina Bay Sands,
Singapore

2025

The 20th Edition

Empowering Franchising & Licensing Success in Asia

Presented by



Organised by



In Celebration of



www.FranchiseLicenseAsia.com

Be a part of the most established franchising and licensing event for Asia



Franchising & Licensing Asia (FLAsia) is the leading platform for discovering franchising and licensing opportunities in Asia. The 20th edition is scheduled from 18-20 September 2025 at Marina Bay Sands, Singapore. FLAsia will bring together over 250 global brands, innovative concepts, and dynamic exhibitors from across the region, including Hong Kong, Japan, Malaysia, South Korea, Singapore, Taiwan, Thailand, Vietnam and beyond.

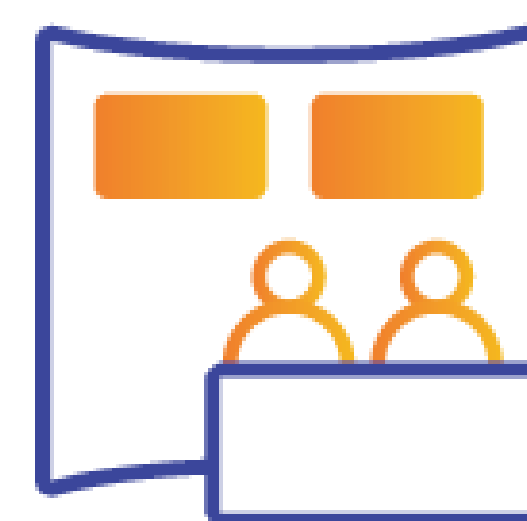
Whether you are looking to grow your brand, expand into regional markets, or explore new collaborations through licensing, FLAsia offers unmatched opportunities to accelerate your success.

Key Statistics



4500+

Attendees from
+50 Countries



200+

Exhibitors



250+

Brands on
Showcase



30+

Speakers
Delivering
Expert Insights

87%

Plan to return - A strong reaffirmation of FLAsia as the Must-Attend event for the community.

Discover What Awaits You

FLAsia 2025 offers a wealth of opportunities to expand your franchise and licensing network. Explore key programmes, connect with industry leaders, and unlock growth potential for your business.



● Country Focus

Discover promising international markets to explore expansion opportunities with insights and tailored guidance from regional experts. This program highlights key markets with actionable advice for business growth.

● Discovery Tour

Embark on a curated offsite experience designed to showcase the best of franchising and licensing opportunities beyond the event floor. This tour provides valuable insights into how established brands operate and scale in real-world settings, giving you inspiration and practical knowledge to apply to your own growth strategy.

● Licensing Village **NEW**

Gain exposure for your brand by showcasing your licensing opportunities in the dedicated zone. This is tailored to connect you with businesses looking into diversifying their portfolios and enabling strategic partnerships to be formed.

● Hawkerpreneur Zone **NEW**

In celebration of SG60, the Hawkerpreneur Zone puts Singapore's iconic Hawker Culture—our UNESCO-recognised heritage—centre stage. This dynamic space brings together successful hawker brands with bold ambitions to scale through franchising or licensing. Discover the vibrant flavours, rich heritage, and entrepreneurial spirit that drive this uniquely Singaporean industry.

● Buyers & Delegation Programme

Benefit from exclusive access to pre-arranged meetings with international buyers and business delegations actively seeking partnerships. This programme directly connects you with high-potential franchisors and licensing partners to maximise ROI.

● Knowledge Arena

Position your brand as a thought leader by participating in FLAsia's Conference & Workshops. Share your expertise with hundreds of targeted audience eager to learn about the latest franchising and licensing strategies and trends, to establish valuable connections with potential buyers and partners.



Meet the People, See the Innovation

Franchising

Exhibitor Profile



Beauty, Health, & Wellness

- Beauty
- Health
- Wellness



Education & Training

- Child Care Service
- Enrichment School
- Professional Education



Food & Beverage

- Bakery & Confectionery
- Cafe & Dessert Concept
- Full-Service Restaurant
- Quick Service Restaurant



Franchisee Business Support & Supplier

- Business Solution
- Consultancy
- Financial Service
- Legal
- Retail Technology



Retail

- Automotive
- Convenience & Lifestyle
- E-Commerce & Omni-Channel
- Fashion & Apparel
- Home Improvement & DIY
- SMART Retail
- Sports & Entertainment

Visitor Profile

- Brand Owner
- Business Owner
- Entrepreneur
- Franchise Management Company

- Investor
- Master Franchisee
- Multi-Unit Franchisee
- Retail Operator

- Retiree
- Single-Unit Franchisee
- Trader
- Young Founder

Licensing

Exhibitor Profile



Brand Licensing



Character Licensing



Gaming & Animation Licensing

Visitor Profile

- Brand Owner
- Business Owner
- Entrepreneur
- Licensee
- Licensing Agency & Consultant
- Licensor
- Manufacturer & Supplier
- Marketing & Advertising Professional
- Retail Operator



Brand and Character Licensing

Showcase your iconic brands and characters to accelerate business growth.

The 2024 Edition

A Resounding Success



3500
Buyers from
53 Countries



200+
Brands



150+
Exhibitors



30+
Prominent
Speakers

Top 10 Countries/Regions Overseas Visitors



- Cambodia
- China
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- South Korea
- Taiwan
- Vietnam

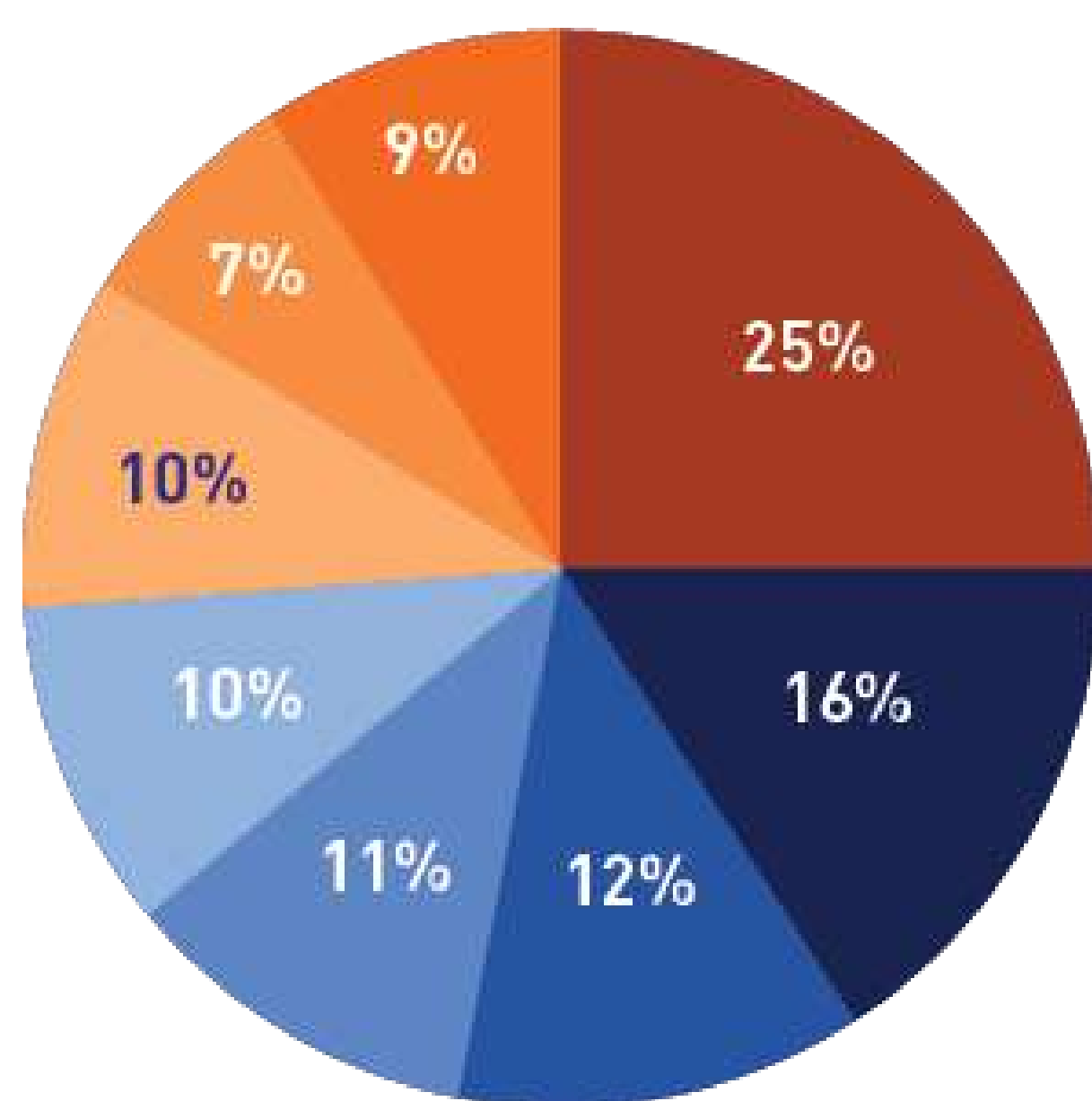


What's Trending in 2025?

Attendees are looking for the next big thing in franchising:

- Smart Franchise Solution
- Tech-Driven Business Model
- Green Franchise

Interest Level



- F&B
- Franchisee Business Support & Suppliers
- Beauty, Health & Fitness
- Education
- Retail
- licensing
- Fashion
- Others



What Visitors Are Saying

"This is my second time attending, and I've noticed significant improvements, particularly with the new opportunities presented by the increased number of companies at this edition. The show is unique, diverse, and offers plenty of fresh opportunities."

— **Kenneth Tay, Director, Collate Services Pte Ltd**

"With attractive, enticing displays and engaging speakers, this year's FLAsia surpassed previous editions. I'm excited to see an even bigger FLAsia in 2025!"

— **Victor Hugo, VP of Strategy & Market Development, Mary Grace Foods Inc**

"As an entrepreneur with a keen interest in international business, I've found this year's edition to be both engaging and inclusive, with a strong focus on international brands."

— **Maddie Choong, Entrepreneur**

Strong Investment Power

21% have an investment budget
above **USD 250,000**

46% are looking at investments
below **USD 50,000**

Top 5 Reasons to Exhibit

01

Generate High-Quality Leads

Engage with thousands of buyers from over 50 countries who are actively seeking innovative products and business models.

02

Expand Your Reach

Showcase your brand to a diverse audience of entrepreneurs and decision-makers across Asia and beyond.

03

Shine on Asia's Premier stage

Highlight your brand's unique offerings and innovations to captivate key stakeholders.

04

Stand out from the competition

Demonstrate your leadership and reinforce your market position.

05

Secure new Partnership

Use our dedicated networking and matchmaking platforms to forge valuable deals efficiently.

Participation Rate

Raw Space (Minimum 18 sqm)
SGD 662 / USD 510 per sqm

Shell Scheme (Minimum 9 sqm)
SGD 735 / USD 560 per sqm

Eligible Singapore companies can benefit from up to 70% ESG grant support under Singapore Pavilion. For Pavilion rates, please contact our business consultant.

Contact Information

For exhibiting or sponsorship opportunities:

Bobby Man

 bobby.man@constellar.co

For media or partnership matters:

 flasia@constellar.co

What Exhibitors are Saying

The response has been phenomenal with keen interest from across Southeast Asia. It's heartening to see visitors from Indonesia, Malaysia, and across Southeast Asia showing keen interest in franchising opportunities. We're excited about future opportunities and look forward to joining FLAsia 2025.

— Ted, Kim Yau, and Zhi Ping, Dian Xiao Er

FLAsia 2024 has been an excellent platform for Yau Gan Mala Tang. The event exceeded our expectations, helping us secure many leads, including around 100 quality ones, with strong footfall even on the final day.

— Orland Punzalan, Creative Director, Yau Gan Mala Tang

FLAsia 2024 has been an incredible platform for us to explore growth opportunities in the region. As a Japanese company specialising in character licensing, we see great potential in connecting with businesses across Asia.

— AJ Lim, Assistant General Manager (Licensing Division), Avex Asia Pte Ltd

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