

Your springboard for business expansion

您的業務拓展跳板



Hong Kong International Franchising Show

香港國際特許經營展

5-7/ 12/ 2018

Hong Kong Convention and Exhibition Centre

香港會議展覽中心

Act Now & Apply Booths Online

請即行動，網上申請展位

Fair website 展會網址：
www.hktdc.com/hkifs



About HKTDC Hong Kong International Franchising Show

關於香港貿發局香港國際特許經營展

The one-of-its-kind franchising event - “HKTDC Hong Kong International Franchising Show” features a wide range of local and foreign franchise opportunities, consulting and supporting services, where franchisors and prospective franchisees meet to explore win-win business collaboration.

In 2017, the exhibition featured over 130 exhibitors. Co-located with HKTDC SmartBiz Expo, the shows attracted a total attendance of over 11,000 from over 50 countries and regions.

香港貿發局香港國際特許經營展雲集全面的特許經營商機、顧問及支援服務，協助業界物色合作夥伴，拓展業務，實現互惠雙贏。

2017年的香港國際特許經營展，展示了超過130名參展商，與同期舉行的香港貿發局創智營商博覽共吸引到超過11,000名來自50多個國家及地區的人士參觀。



What to expect from Hong Kong International Franchising Show?

香港國際特許經營展如何協助你拓展特許經營業務？

- Effective platform to identify master franchisees, area developer, unit franchisees, JV partners and investors
尋找特許經營主加盟及地區開發商、特許經營加盟者、合資企業及投資者的理想平台。
- One-stop event where you could source supporting services to facilitate the expansion of your franchise system
一站式國際商貿展覽會提供支援及資訊服務，協助拓展你的特許經營系統。
- Obtain the latest market trends & know how to enter your target markets
了解最新市場趨勢，助你打入目標市場。



Exhibitors' Profile 參展商資料

Franchisors 特許商

1. Food & Beverage (fast food, restaurant, bakery, cafe, etc.)
餐飲業 (快餐、餐廳、麵包店、咖啡店等)
2. Retail (supermarket, fashion, pet supplies, cosmetics, etc.)
零售業 (超市、時裝、寵物用品、化妝品等)
3. Services (education, cleaning, beauty, leisure, etc.)
服務業 (教育、清潔服務、護膚美容、休閒娛樂等)
4. Franchise Sales Agent
特許經營代理

Franchise Support Services and Consultation 特許經營 支援服務及顧問

1. Franchise Consultant
特許經營顧問
2. Franchise Associations
特許經營協會
3. Service provider for store development and market strategy
店舖開發及市場策略支援服務
4. Other franchise support service provider (IT, legal, finance, etc.)
其他特許配套服務供應商 (資訊科技、法律、融資等)

Fair Highlights 活動重點

- **Forum and seminars:** a wealth of forums and seminars on franchising opportunities and updated market trends

論壇/研討會: 一系列論壇/研討會，邀請專家及業界翹楚為您剖析特許經營商機、最新市場走勢及商機。



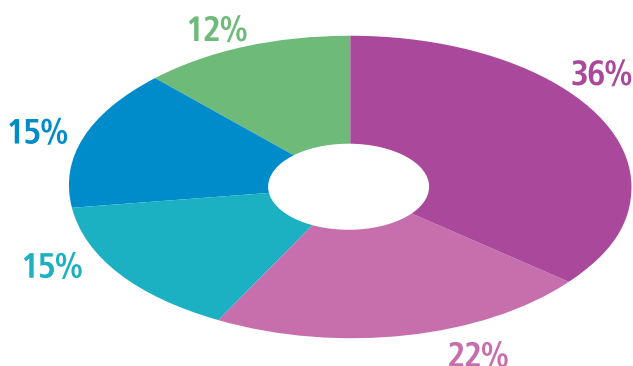
- **Business matching and networking events:** to expand your business and connect with franchising companies from around the world

商貿配對服務: 貿發局將為香港國際特許經營展的展商物色有意與參展商合作的公司，安排面談，探討合作的可能性。

Brand Briefing Series -
Franchising Consultancy and
Advisory Services
品牌介紹系列 -
特許經營諮詢與顧問服務
8/12/2017

A photograph of a woman in a red top speaking at a podium during a brand briefing series. The background shows a presentation screen with text.

Exhibitors' Profile 參展商資料



Industry 行業

36% – Food and Beverage 餐飲食肆

22% – Retail 零售業

15% – Business Services 商業服務

15% – Others 其他

12% – Education 教育



Mr Paul Mak

Managing Director of Mak Brands Holding (Chinese mainland)

“Our brand Nolboo has more than 900 shops in South Korea.... We focusing Asia and Southeast Asia right now and that’s why we come to Hong Kong, which is a perfect place as Hong Kong is a very International city, where people come from everywhere to find new ideas”

麥德銓先生

麥科控股有限公司董事總經理 (中國內地)

「我們的品牌Nolboo在韓國有超過900家店.....現在我們重點關注亞洲和東南亞市場，這就是我們來香港的原因，香港是一個好地方，是非常國際化的城市，適合來自世界各地的人尋找新的營商概念」



Mr Harry Chai

Co-founder and CEO, TECHBOB Academy Limited (Hong Kong)

“Hong Kong International Franchising Show is very good which has a great mix of visitors globally..... We received enquiries from both local and overseas visitors, even from Russia and Indonesia, which exceeded my expectation”

Mr Harry Chai

Techbob Academy 聯合創辦人及行政總裁 (香港)

「香港國際特許經營展是個非常好的展會，來自全球的參觀人士眾多.....我們收到了本地和海外訪客的詢問，甚至有來自俄羅斯和印度尼西亞的，這超出了我的預期」



Ms. Paula Bedford

Managing Director, Begin Bright (Australia)

“Hong Kong International Franchising Show so far is a great experience..... We have some good quality conversations.... We are pleased to be here as our first stop outside Australia”

Ms. Paula Bedford

Begin Bright董事總經理 (澳洲)

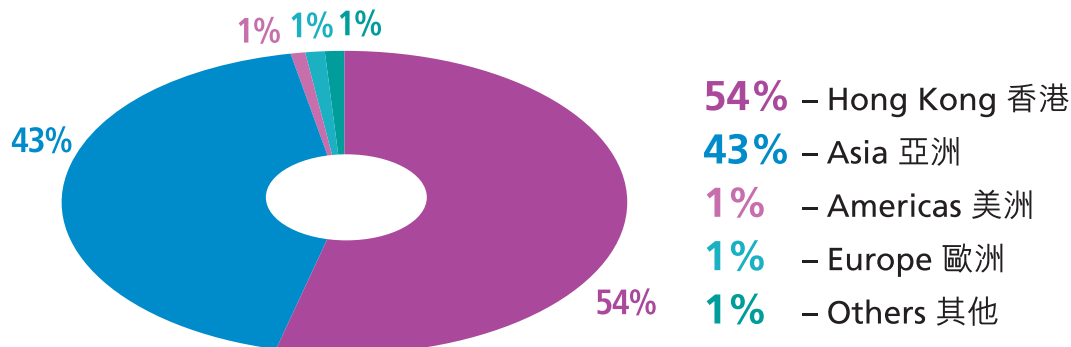
「香港國際特許經營展可算是一次很棒的體驗……我們有一些高質量對話……我們很高興這裡能成為我們步出澳洲的第一站」

Who will you meet? 哪些業界人士參加？

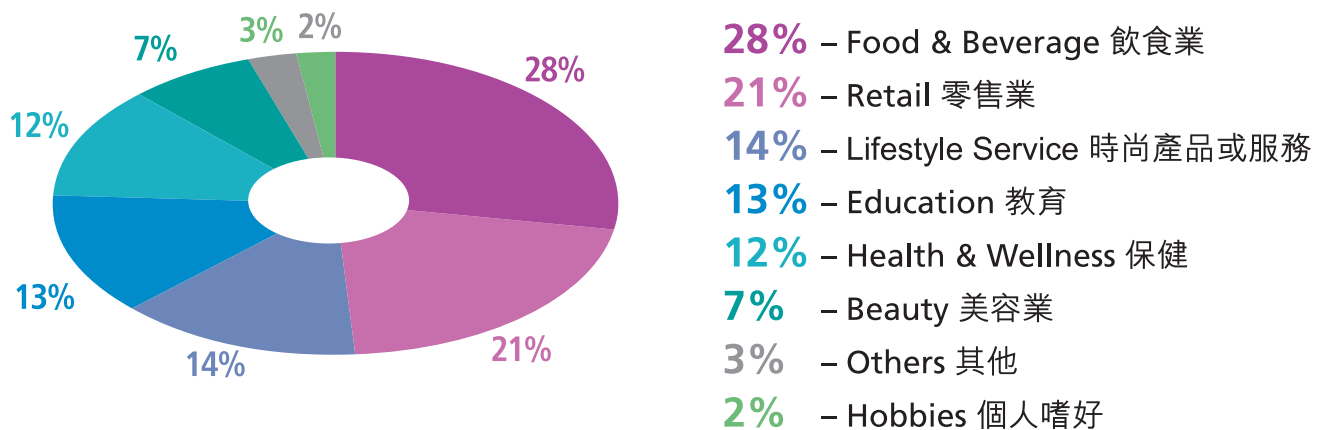
- **Entrepreneurs**
創業人士
- **Individual investors or investment groups**
個人或企業投資者
- **Brand licensees and franchisees**
品牌加盟主/ 加盟商



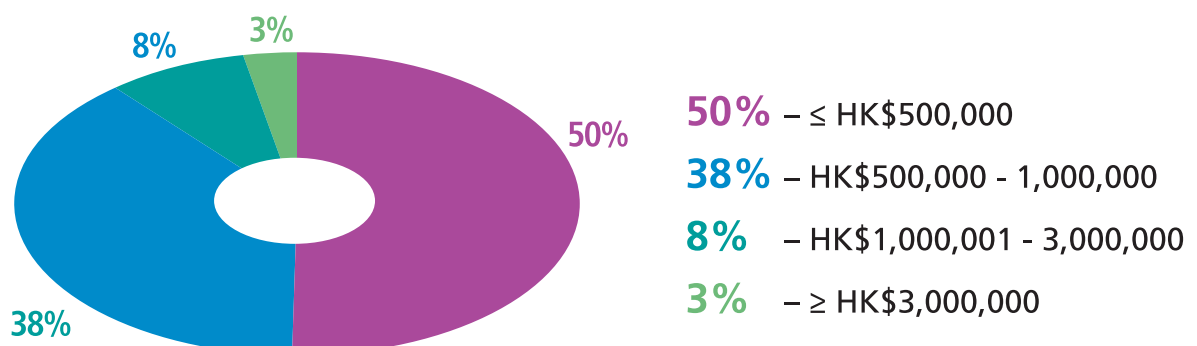
Which regions are our visitors from? 參觀人士來自哪些地區？



What industries are visitors more interested in joining franchise? 參觀人士對哪個行業的品牌感到興趣？



What are visitors' estimated budget for joining a franchise? 參觀人士預算投資的金額？



Fast Facts 基本資料

Fair opening details : 展覽開放詳情

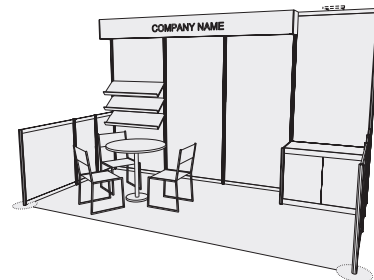
5 - 6 / 12 / 2018 Wed - Thu 星期三至四	Free Admission. Trade visitors [^] aged 18 or above only. 免費入場。只供18歲或以上業內人士 [^] 參觀。
7 / 12 / 2018 Fri 星期五	Free Admission. Open to public (visitors under 12 will not be admitted). 免費入場。開放予12歲以上的公眾人士參觀。

[^] Trade buyer registration is required. 業內人士需於進場前登記。

Venue 地點 : Hall 1E, Hong Kong Convention and Exhibition Centre 香港會議展覽中心展覽廳 1E
Organiser 主辦機構 : Hong Kong Trade Development Council 香港貿易發展局

Participation Fee, Format and Discount Option 參展形式，費用及折扣

Format of Participation 參展形式	Booth Service Fee 展台服務費
Standard booth (8 sq.m.) 標準展位 (8 平方米)	HK\$29,400 / US\$3,800 (per booth 每標準展位)
Custom-built Participation (min. 16 sq.m.) 特裝參展 (最少16平方米)	HK\$2,900 / US\$385 (per sq.m. 每平方米)



*HKD pricing applicable to Hong Kong exhibitors with valid Hong Kong Business Registration only.
 *港幣展位服務費只適用於持有效香港商業登記證的香港參展商，其他參展機構必須以美金展位服務費付款。

Discount Option 折扣選擇	Condition 折扣條件	Discount Rate 折扣
Early bird discount 提早報名優惠	For applications and payment submitted on or before 31 July 2018 參展商於2018年7月31日或之前遞交報名表格及參展費用	10% off 9 折
Bulk discount 大面積展位優惠	For application with at least 4 standard booths/ 32 sq.m. custom-built participation 適用於租用4個或以上的標準展位/32平方米或以上的特裝參展申請	10% off 9 折

Eligible Hong Kong exhibitors may apply for the HKSARG Trade and Industry Department's SME Export Marketing Fund. For details, please visit www.smefund.tid.gov.hk

合資格的香港參展商可申請香港特別行政區工業貿易署的「中小企業市場推廣基金」，詳情請瀏覽網址 www.smefund.tid.gov.hk

Act Now & Apply Booths Online 請即行動 網上申請展位

Apply booths online and manage your exhibition-related matters through our online service, Exhibition Online Platform (EOP), convenient, quick and efficient.

- Submit booth application online, with immediate acknowledgement from HKTDC
- Track application status and update information online anywhere, anytime
- Receive fair-related information and reminders in timely fashion

大會現已推出「參展一站通」網上服務，報名及辦理參展事宜更便捷。

- 上網遞交參展表格，本局即時發出申請收悉通知
- 隨時隨地上網檢視申請進度及更新資料
- 第一時間獲得最新展覽資訊及備忘



Apply booths now, please visit Fair website www.hktdc.com/hkifs, click "Apply Booth" button.
 申請展位，請瀏覽博覽會網址 www.hktdc.com/hkifs，選擇「申請攤位」按鈕。

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Organiser 主辦機構 Concurrent Events 同期舉行活動



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