



## **PRESS STATEMENT**

### **OPENING CEREMONY OF FRANCHISE MALAYSIA PAVILION, AT AFRICA'S BIG 7 INTERNATIONAL EXHIBITION FROM 19 - 21 JUNE 2022**

**JOHANNESBURG** – Secretary-General, Ministry of Domestic Trade and Consumer Affairs (MDTCA), YBhg Datuk Azman bin Mohd Yusof has led the Malaysian delegation on the Official working visit and Opening ceremony of Malaysia Pavilion, at Africa's Big 7 International Exhibition, Johannesburg, South Africa from 19 - 21 June 2022.

The delegation comprises officials from the MDTCA, Malaysian Franchise Association (MFA), and five (5) of Malaysia's Top brands, including CheeseU, CIC Where Leaders Are Born, Old Town White Coffee, Procleaners and House of Mind Excellence (HOME).

Based on the YBhg. Datuk Azman's keynote speech at the opening ceremony of Malaysia Pavilion at Gallagher Convention Centre, Johannesburg, South Africa on 20<sup>th</sup> June 2022, around 57 potential franchisees have shown interest in Malaysia's Brands with the investment value estimated at RM6.0 million. Africa's Big 7 which is an annual event in South Africa has attracted almost 5,000 participants, with 250 exhibitors from 26 countries around the world including Malaysia. It's an important platform for the Malaysian franchise industries to take this opportunity to diversify their franchise investment in South Africa.

On top of that, YBhg Datuk Azman bin Mohd Yusof said the mission which was planned under the Enhanced Franchise Development Programme (EFDP) intends to encourage the Malaysian brands' expansion to South Africa and to find the right potential investors through the business matching program. This, in fact, the Franchise Malaysia brand has grown as a reputable brand identity around the world, with more than 68 brands in 74 countries.

"The ministry has been working closely with the Malaysia External Trade Development Corporation (MATRADE), the Malaysian Franchise Association (MFA), and industry players to achieve the target and revitalize the momentum," he said in the Opening ceremony of Malaysia Pavilion, at Africa's Big 7 International Exhibition.

In the year 2021, the franchise industry in Malaysia has recorded a total sale of RM13 billion, which was a 16.4% increase compared to 2018, with a complete sale of RM11.16 billion.

20 June 2022

**Ministry of Domestic Trade & Consumer Affairs**