

KENYATAAN MEDIA



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FRANCHISE INTERNATIONAL MALAYSIA 2022 (FIM2022) ONE-STOP CENTRE FOR LOCAL AND INTERNATIONAL FRANCHISE ENTREPRENEURS

KUALA LUMPUR, 8th September 2022 – The International Franchise Exhibition and Conference Malaysia 2022 (FIM2022), which takes place from 8th to 10th September at the Kuala Lumpur Convention Centre (KLCC), is a one-stop centre for local and international franchise community.

2. FIM2022 is attended by nearly 100 local and international franchise brands from 9 countries, including the United States of America, Australia, Indonesia, Italy, Japan, South Korea, Singapore, Taiwan and Malaysia itself. In addition to franchise companies, FIM2022 also brings together several related agencies and suppliers to create an integrated franchise ecosystem.

3. FIM2022 is the largest franchise exhibition and conference in Southeast Asia that is targeting a total of 14,000 visitors with an expected potential franchise investment of RM450 million during the three-day exhibition.

4. According to the Prime Minister of Malaysia, YAB Datuk Seri Ismail Sabri Yaakob, FIM2022 is the best platform to explore various franchise business opportunities and to obtain various information about franchising including assistance and incentives from the government, support services,

development activities, and training programs that are available in the franchise industry.

5. "In addition, FIM is also a platform for local franchise companies to promote their respective businesses through franchise packages as well as create opportunities to transform conventional businesses into franchise concepts," he said in his speech at the FIM2022 Opening Ceremony in KLCC, today.

6. The Prime Minister's speech at the event was read by the Minister of Domestic Trade and Consumer Affairs (MDTCA), YB Dato Sri Alexander Nanta Linggi. [Also present at the FIM2022 launching ceremony were MDTCA Secretary General, YBhg. Datuk Azman Mohd Yusof and Malaysian Franchise Association (MFA) Chairman, YBhg. Datuk Dr. Radzali Hassan.]

8. According to MFA Chairman, YBhg. Datuk Dr. Radzali Hassan, apart from the exhibition, FIM2022 also highlighted several other activities such as business matching sessions, franchise negotiation sessions, franchise briefing sessions called franchise pit-stops, edutainment activities and franchise conferences.

9. This conference features 25 distinguished speakers consisting of industry activists and professionals from abroad and within the country. Among the essence of this year's conference is the basic terminology of franchise business, business expansion to the international market,

franchise legislation, sharing business strengthening strategies, and strategy in addressing the current economic challenges.

10. The organizers hope that this exhibition and conference can benefit visitors and help them conduct business in a more relevant, future-proof, and sustainable manner.

11. This program also received sponsorship from various parties including Perbadanan Nasional Berhad (PERNAS), the Companies Commission of Malaysia (CCM), Secure Robotics, Q-Solve, Harta Maintenance, Marrybrown, Seer Marketing, Bubblebee, My Laksa, At Tea, Ayam Penyet Best, Boat Noodle, Siti Khadijah, and Smart Reader Kids.

12. **Public is** invited to attend this program with various activities prepared as well as the opportunity to obtain information on franchise business offered by local and international franchise operators.

**MINISTRY OF DOMESTIC TRADE
AND CONSUMER AFFAIRS (MDTCA)
&
MALAYSIAN FRANCHISE ASSOCIATION (MFA)
KUALA LUMPUR, 8th SEPTEMBER 2022**

BACKGROUND OF FIM2022

- The 2022 Malaysia International Franchise Exhibition and Conference (FIM2022) is the 29th time it has been organized since it was first organized in 1994.
- Introduced under the original name Malaysian International Franchise Conference & Exhibition in line with the launch of the Franchise Development Program that year.
- Since its introduction, FIM has received continuous support from the international franchise governing bodies, namely the World Franchise Council (WFC), the Asia Pacific Franchise Confederation (APFC) and the Malaysian Foreign Trade Development Corporation (MATRADE).
- For the first time FIM was held online in 2020 as a result of the Covid-19 pandemic that hit the world and after two years of being organized online, now FIM is taking place physically in KLCC.

BACKGROUND OF MDTCA

The Ministry of Domestic Trade and Consumer Affairs (MDTCA) was established on 27 October 1990. The aim of the establishment of the Ministry is to promote the development of viable, competitive and sustainable domestic trade, particularly in the distribution trade sector.

The distribution trade sector is one of the main contributors to the country's GDP and it acts as a bastion of economic stability, especially when the external economic situation is in a state of uncertainty. Distribution trade needs to be strong to buffer any instability in the national economy.

At the same time, the Ministry is also committed to protecting the interests and rights of consumers. This includes developing a consumer and merchant ecosystem that is complementary and towards self-regulation, in line with aspirations towards the society of developed countries. It is hoped that it will produce consumers and traders who are mature and ethical in doing business, and the result is a country that is balanced economically and socially.

Agencies under MDTCA:

