

Fair Report

Hong Kong International Franchising Show

1-3 December 2016

Organiser:

Hong Kong Trade Development Council

Your Springboard for business expansion.....

Franchising is one of the most popular models of business expansion. Hong Kong, apparently is an ideal two way springboard for international franchising brands looking to gain access to the Asian markets, and for the Asian brands to venture into the global marketplace. Organized by the Hong Kong Trade Development Council (HKTDC), the second edition of Hong Kong International Franchising Show was held from 1-3 December 2016, with the aim to provide a platform where franchisors could meet with franchisees and explore collaboration, has concluded successfully. Co-located with World SME Expo, the event attracted a total attendance of over 11,000 from 50 countries and regions.

Quality franchise brands from around the world.....

The exhibition featured over 110 exhibitors including famous franchise brands and supporting service providers from Hong Kong, the Chinese mainland, Korea, Taiwan, the ASEAN region, Australia as well as Europe and North America, covering F&B, retail, personal services, education, beauty, franchising consultants and business services in three thematic zones: “Catering”, “Non-Catering” and “International”. Over 95% of exhibitors surveyed were satisfied with the show.

World Class Catering Franchise Opportunities.....

The catering zone continued to be the attractions of the show, with the participation of world famous F&B group, including Papa John’s Pizza, Subway, Cafe Cafe (Canada) and Crepes Delicious (Canada). Other local and Asian well-known brand included Korean largest fried chicken chain BBQ Chicken, Singaporean quality cream puff Chewy Junior, popular Taiwanese style dessert Snow Ice and beverage Kung Fu Tea, local renowned authentic dim sum crossover with licensed character Dim Sum Icon, trendy Mexican food chain Cali-Mex Taqueria, HK Style milk tea Kamcha and many more.

Hear from Exhibitors:

Traditional noodles restaurant crafts new business opportunities

Since its founding 20 years ago, Man Guan Wang has remained a family-style business, which specializes in handmade noodles. Man Guan Wang joined the Hong Kong International Franchising Show this year aiming to expand its business through franchising. Man Guan Wang praised the HKTDC’s Business Matching service at the show, and noted that the restaurant’s participation in the show helped enhance its brand profile and visibility, which is conducive to its long-term development. The restaurant had succeeded in attracting potential clients from Singapore, Thailand and the Chinese mainland during the event.

Personal Services Franchise picking up the popularity.....

The show featured a wide range of personal services, including education, hobbies, beauty, and laundry services. Many renowned local laundry chain included Sunshine 24, LaundryUp, Water Laundry and Fuji Laundry showcased their business concepts at fairground, reveals personal services that could help consumers save time and space at home are getting popular as investment options. Other services that improve quality of life such as education center and hobby programmes were attractive to prospective franchisees, such as local tutoring curriculum by Modern Bachelor Education, renowned English programme Total English Learning, Chinese culture courses by Little Beijing Chinese Education Centre and creative classes by School of Creativity.

Hear from Exhibitors:

European football training system set to score Asia through franchising

Coerver Coaching with 33 years of soccer coaching experience said Hong Kong is an ideal springboard to enter the Chinese mainland and Asian market. The company sought to increase its visibility by taking part in the Hong Kong International Franchising Show. “It’s our first time participating in the show, and we think it’s very well organized and systematic, we received excellent support and communication has been effective. Everything has been very smooth and we entered discussions with a number of clients from Guangzhou and Shenzhen during the show”

Product Franchising is catching up.....

Suppliers are facing immense competition with the rise of globalizations and online businesses. They are forced to reach out to all possible channels for expansion. This year, a number of exhibitors showcased their premium products at the show in order to seek potential partners, such as trendy phone gadget by HYone HK, European personal care products La Maison du savon de Marseille, Guangzhou Pet supplies Kurtiz Pets and many more.

Hear from Exhibitors:

Mainland chain to go global through Hong Kong

Unity Group (HK) Ltd. has 230 outlets in first-tier and second-tier mainland cities. The partaking in the Franchising Show created investment opportunities and complemented the company’s mission of “From the Mainland to Hong Kong to Worldwide”. Mr Man, vice president of Unity Group said “we hope to create our own China Brand by utilizing the HKTDC’s global view and product promotion, and promote this China Brand to the world.” He commended the HKTDC for its outstanding support services. “In just a few days, we were approached by clients from Guangzhou, Guizhou, Chongqing, Guangxi, Hangzhou, Vietnam, Thailand and Malaysia. We are very pleased with the results.”

All solutions under one roof.....

Apart from franchising brands, the show also showcased exhibitors that provide supporting services to franchisees, franchisors or franchisors to be, such as renowned franchising consultants 932 Consultancy, Food Channels and Sprout Concepts, professional accounting service provider Linkers CPA, and many local and overseas franchising associations that provides useful contact and advices to SMEs on running a franchise business.

The Franchising Show also welcomed many visitors looking for new business opportunities, professional advices and meet with potential partners. Over 90% of visitors surveyed expressed they could achieved their objectives at the show.

Hear from Visitors:

In search of diverse opportunities

Jeffrey Choy, business development manager of Coolzines, said, “We are looking for opportunities in F&B. We are open to both Chinese and Western cuisines, and we will compare the brands, their products and the support they offer. We are interested in both franchising and distribution.”

ADO Production (HK) producer Chan Chu-kwong runs a Chinese medicine clinic. He said: "I am looking to see if there is any franchise we can join to expand our customer base, and to provide more choices in health products and medical services for our existing members." He said he had entered into discussions with an enterprise from Taiwan during the fair.

Advice from the Wise.....

This year the debut "Advice from the Wise" seminar series was the highlight of the show, where global leaders from F&B and services franchise sector, including Mrs Shelly Sun, CEO of BrightStar Homecare; Mr David Barr, Managing Director of Franworth; Mr Ringo Wong, Group Director of Sunshine Laundry and Mr Clarence Leon D'Silva, COO of Old Town White Coffee shared their expertise in business development, franchisee management and their business vision in running a successful franchise and chain store. The roundtable meeting focused on Asia-Pacific market trends and brand briefing sessions covered interesting franchise business concepts were well received by visitors.

Looking Ahead

Next edition of HKTDC Hong Kong Franchising Show will be held on 6–8 December 2017 at the Hong Kong Convention and Exhibition Centre, continue to serve as one of the most important event in nearby region for both franchisors and franchisees.

For further information, please visit our website at www.hktdc.com/hkifs

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