

Organized By



MIRF

MALAYSIA INTERNATIONAL RETAIL & FRANCHISE EXHIBITION

MIRF'18 InReview



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LAUNCHING



MIRF 2018 is graced by YB Datuk Seri Saifuddin Nasution Ismail (Two from Right) Minister of Domestic Trade and Consumer Affairs









PRESS CONFERENCE





OPENING CEREMONY

MIRIF
MALAYSIA INTERNATIONAL RETAIL &
FRANCHISE EXHIBITION









EXHIBITOR NIGHT



Exhibitor Night with Dr. Ong Kian Ming (Middle),
Deputy Minister of International Trade & Industry









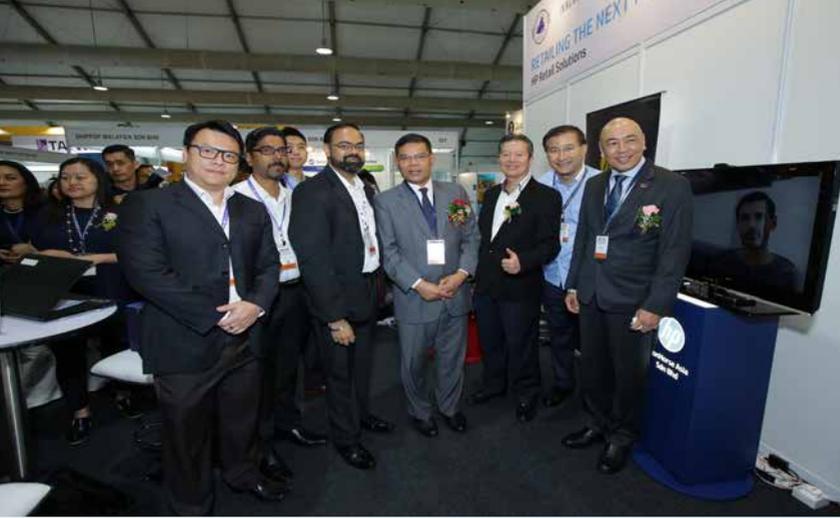


BOOTH TOUR















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GoodMorning Global Sdn. Bhd. began with a simple dream: Everyone can enjoy good health and The company aims to improve the health of the general public by producing whole supplements of the highest grade with the latest technology.

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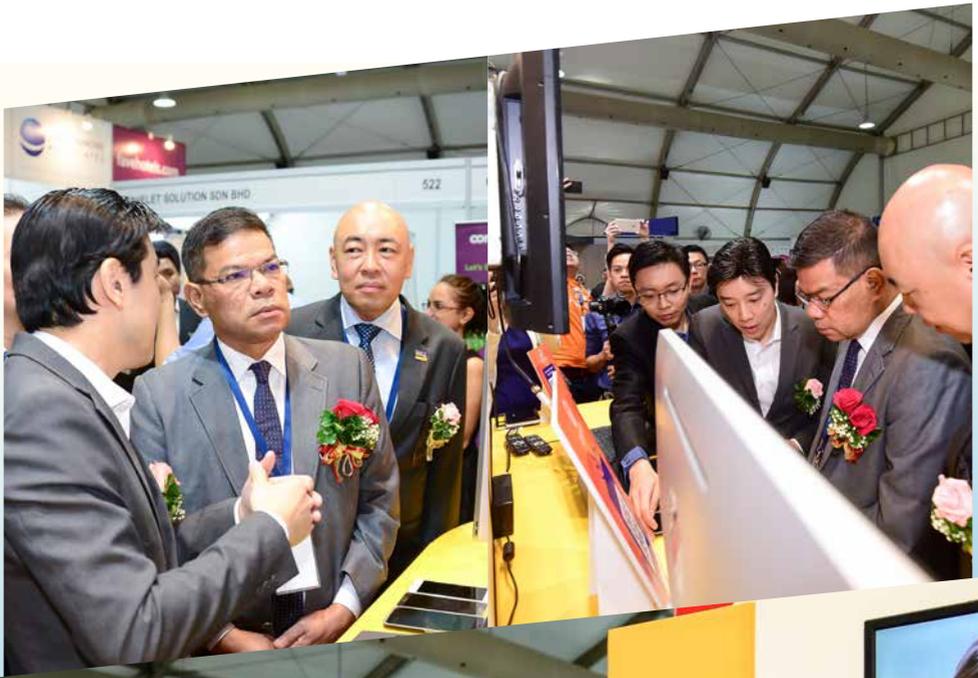




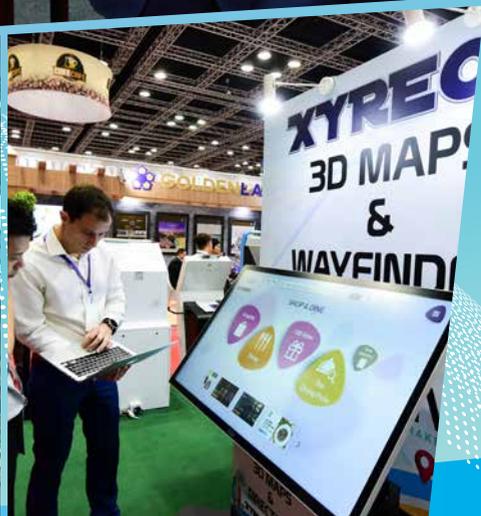
GHL SYSTEMS BERHAD

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BOOTH DESIGN



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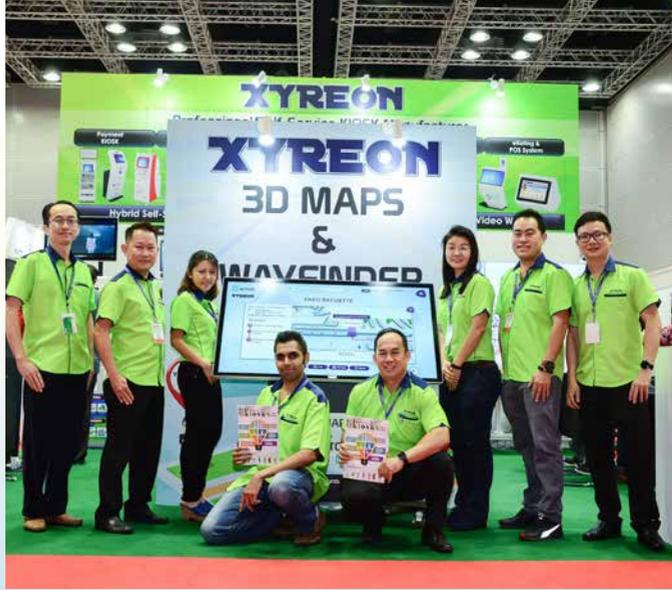






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FORUM & TALKS







MIRF, Catalyst for Retail & Franchise Industries

The 3rd instalment of the Malaysia International Retail and Franchise Exhibition (MIRF 2018) staged at the Kuala Lumpur Convention Centre reflected a growing retail industry that saw a 20% increase in exhibitors participation.



Hailed as a success, the country's biggest retail and franchise expo saw 150 exhibitors taking part in the exhibition comprising 300 booths for local and 35 booths for overseas exhibitors. During the opening ceremony MIRF was awarded by the Malaysia Book of Records as Malaysia's Largest Retail and Franchise Expo.

The three-day event, from July 26 to 28, was officially opened by the Dato' Saifuddin Nasution Ismail, Minister of Domestic Trade and Consumer Affairs. It attracted more than 25,000 visitors from 11 countries and targeted a revenue of RM70 million.

Dato Saifuddin said that business confidence in Malaysia leapt 24 percentage points to 52% in the second quarter of this year, from 28% in the first quarter.

"We have a highly competitive business and retail scene," he said at the opening of the MIRF. "The franchise industry, meanwhile, offers a lot of opportunities for entrepreneurs. The franchisor's experiences and solutions are documented, the products are known, the franchisee has only to learn



and implement the system."

He said the franchise industry is expected to contribute RM35 billion to the gross domestic product (GDP) by 2020. Last year it contributed RM27.7 billion or 3.4% to the GDP. Until May 30 this year, there were 863 franchise companies registered with the Ministry. About 40% of these were from the food and beverage sector.

The government's role, he stated, is

to create business-friendly policies and to be a facilitator to the industry. "The industry players are the enforcement agents for the government policies. The government creates policies but these policies will not go anywhere without industry players."

MRCA President Datuk Seri Garry Chua said that MIRF's aim is to help develop business opportunities in Southeast Asia, particularly Malaysia,



through the profiles of franchise, retailer, technology and e-commerce.

MIRF acts as an excellent avenue for businesses to meet and match. "We have raised the bar by hosting MIRF 2018 at KLCC and we are expecting a positive growth for the retail and franchise industry. MIRF is a driving factor for the industry," he added.

The exhibition served as a platform for local and international exhibitors to interact and explore business matching opportunities locally and globally. It was also an opportunity for cross-border retail expansion especially for those seeking to expand their business overseas.

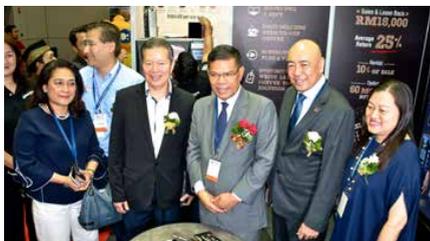
MIRF 2018 Organising Chairman Raymond Woo concurred. "Themed Platform for Growth, the expo is a catalyst of growth for retail and franchise businesses to expand in terms of revenue, and also to shape and cultivate new business models and innovative strategies," he said.

Moving with the times, the event also saw a sharp focus on digitalisation with ways of transaction and customer engagement. The emergency of e-commerce industry recently has revolutionised the traditional brick-and-mortar businesses globally as well as bridging the gap between business and technology.

"We are venturing into digitalisation which goes hand-in-hand with the current purchasing trend from the consumers. It also looks at manpower issues which require innovation. We are blessed to be witnessing the evolution of technology by utilising various functionalities and I am positive that the platform we are creating will ensure a positive growth for the industry," he added.







The MIRC international pavilion participants from 11 countries were Taiwan, the US, Chile, Indonesia, Philippines, Singapore, Australia, New Zealand, Finland, the UAE and South Korea. Raymond Woo also thanked the sponsors of the event and said that MIRC 2019 will be held at KLCC on July 18-20.

Exhibitors from various sectors took the opportunity to showcase their latest innovations. Fusionex launched its latest e-commerce solution, "SME for You", which targets small business owners. This application is aimed at helping the small business owners gain a footing in the diverse and competitive e-commerce marketplace.

Mah Sing Group reinvented customer experience by introducing the Sensa Residence@Southville City via a walkthrough video where customers were able to experience the development even before it was built while TM showcased its vast array of connectivity offerings such as the Internet of Things and Smart Services.

Also included in the expo was a Business Matchmaking event which was jointly organised by MRCA and the Association of Chain and Franchise Promotion, Taiwan (ACFPT). The Biz Matchmaking served as a trade link between Malaysian suppliers and

buyers and top-rated Taiwanese suppliers.

It was aimed at providing more effective business opportunities for both parties as well as develop a more convenient platform to create a win-win business opportunities. Several Taiwanese companies took part in the session where they introduced a range of products such as machinery equipment for soy milk, homemade drinks, Taiwanese fried chicken, shaved ice and snacks, among others, to potential Malaysian clients.

MIRC 2018 was sponsored by Mah Sing (Platinum sponsor), RHB (Gold sponsor) and TM (Gold). Supporting partners were Malaysia Convention & Exhibition Bureau, Ministry of Tourism and Culture, Secretariat for the Advancement of Malaysia Entrepreneurs, Commerce Development Research Institute, Hong Kong Trade Development Council, The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCIM), The National ICT Association of Malaysia (PIKOM), Asiawide Franchise and Global Creative Media Agency (GCMA).

The exhibition was endorsed by the Ministry of Domestic Trade, Cooperatives and Consumerism and Malaysia External Trade Development Corporation (MATRADE).

NETWORKING NIGHT

In conjunction with MIRC 2018, MRCA also organise a networking dinner on at Ballroom 2, KLCC. This event was a catalyst for exhibitors to interact and explore business opportunities locally and globally.

The event kicked off with a special tour of Hall 5 and 6 by Guest-of-honour Deputy Minister of International Trade and Industry, Dr Ong Kian Ming. The party was then led to the ballroom where MIRC 2018 Organising Chairman Raymond Woo made his welcome speech.

During dinner the guests comprising more than 150 local and international exhibitors including Maxis, RHB Bank, Mah Sing Group, Old Town White Coffee, Marrybrown and others, were entertained with live band performances.

The event was hailed as a success and guests had ample opportunities to further mingle and seek retail and franchise prospect in a relaxed atmosphere.

EXHIBITORS HAIL MIRF 2018 A SUCCESS



MARRYBROWN

Marrybrown Sdn Bhd Group CEO Dato Joshua Liew, who has participated in every MIRF exhibition to date, said this year's event is a much bigger show.

"The visitor profile is different in KLCC compared to the previous location at MidValley. At MidValley we saw many shoppers walking in. Here we are seeing more business and international people. So I would say the response is good this year," he said.

He also gave the exhibition a thumbs up because of the variety of exhibitors. "Besides retailers and franchisers, there are also businesses that support these industries such as backend and frontline solutions. So for us it is not only a one-way flow of traffic but two ways. We can meet potential franchisees as well as our partners, such as Coke and menu screen supplier LG, for meetings.

Marrybrown has 152 restaurants in Malaysia. It also has 500 restaurants in 15 countries.



NUVEND

Nuwend is a turnkey solution for the food vending business. The company does hot box such as ready meals, frozen food such as ice-creams, cheese cake and milkshakes as well as high technology vending machines that use QR codes and are cashless.

"Vending machines are a growing trend. Businesses do not require staff or a large overhead to run this business compared to a restaurant," said Jess Lin, Director.

Nuwend provides the option to rent or buy a vending machine. It also allows free on-site vending machine at workplaces, shopping malls, fitness centres, university and office building. "This is at no cost, they just need to provide space and power point, while machines sales in on a profit sharing basis."



CAFE CAFE GLOBAL

Based in Ontario, Canada, Cafe Cafe Global is a premium coffee vending dealership. Unlike other coffee vending machines Cafe Café' freshly grinds the coffee beans when making a cup of coffee.

It offers fully customisable programming, 10 direct selection buttons, separate whipper chambers to eliminate cross-contamination of products, automatic rinse and cleaning cycle and programmable advertising display.

The company's sales and marketing personnel were on hand to introduce the vending machine to visitors. They also offered visitors a place at a free seminar to learn more about the business.



GLORIA JEAN'S COFFEES

Gloria Jean's Coffees is growing at a rate of 10-12 outlets yearly. By mid-2018 it had already achieved half of its target. Che Ishak Che Khalib, Head, Support Division, said the company was invited by MRCA to participate in the exhibition.

"Many of our franchisees are Bumiputra. This is an excellent venue to meet a wider pool of potential franchisees," he said.

"We expect to receive many queries and meet new entrepreneurs. We encourage interested parties to come to our coffee university. After 2 weeks of training they will be certified." He said that it takes about two months, after enquiry, before a store can be set up. It is important, however, to secure a good location.



SATO

Barcode printers Sato Malaysia Sdn Bhd finds the MIRF exhibition a good show as it houses a large number of retailers. "Retail, and food and beverage are our main industry. We supply software as well as a technical support to this industry," said Marketing Executive Kalaivani.

Barcodes store many useful information for producers, retailers as well as consumers. According to Kalaivani, barcodes can record a lot of information in a very small space - production time, frozen, chill and cook time and time to discard, among others.



HERFY FOOD SERVICES COMPANY

Herfy Food Services Company is expecting brand exposure through its participation at the MIRF 2018. Based in Riyadh, Saudi Arabia, the company is the top burger chain company in the kingdom. Herfy is also known for its meat processing and bakery businesses.

"We provide support for our franchisees. They may source the burger patties locally, provided we approve the production plant. They also have to buy our sauces," said Louay Ajam, Marketing and Advertising Assistant Director. The company produces BBQ, mayonnaise, ketchup and garlic sauces.



MAXIS

Maxis Berhad displayed its easy-to-use range of eCommerce, payment, inventory and marketing solutions called ONERetail at the exhibition. "These are solutions for SME businesses," said SME Sales Enterprise Affalina.

The solutions can help entrepreneurs expand into digital channels, reach more customers and make smart data-driven decisions. "Our solutions are in demand at the moment as companies strive to digitalise their businesses. Another area where ONERetail can support customers is our mobile portable payment system which runs on Bluetooth technology," she said.



THE TAIWAN PAVILION

The Taiwan Pavilion returned this year after a resounding success at last year's exhibition. Taiwan External Trade Development Council, Project Manager, Yvonne Lee, said this year's pavilion hosted 10 companies and more than 10 well-established brands including desserts, teas, fried chicken, point-of-sales manufacturers, pastry, dim sum, croissant and cereals.

"Some of these brands are already well-established in the US, UK, Singapore and Indonesia. Also Taiwan is known for its teas, sweets and fried chicken. Because of this we get a lot of enquiries from interested parties," she said.

HASSANI GROUP OF COMPANIES

Hassani may not sound familiar to most Malaysians but the company has been working with Mydin, the hypermarket and supermarket chain, for two years.

Based in Dubai, the family-owned company produces and retails pasta, ketchup, chilli sauce, tomato puree, canned beans, juices and cake mixes. Managing Director, Mahmood Hassani said, "We were here at last year's exhibition and found it to be very good. So we are back for more interaction with Mydin. We are also receiving lots of queries."



2018 国际连锁加盟展 规模最大特许加盟展 MIFR 列大马纪录大全

2018年国际连锁加盟展（MIFR）于7月26日至28日在吉隆坡国际会议中心（Kuala Lumpur International Convention Centre, KLICC）举行。本届展会规模空前，吸引了来自全球各地的参展商和观众。展会期间，参展商展示了最新的零售和特许经营产品，并与潜在投资者进行了广泛的交流。此外，展会还举办了多场研讨会和论坛，探讨了行业趋势和未来发展。MIFR 2018 的成功举办，进一步巩固了其作为马来西亚乃至整个东南亚地区最重要的零售和特许经营展会的地位。



国际连锁加盟展接轨各国业界

国际连锁加盟展（MIFR）自创办以来，一直秉承“接轨各国业界”的宗旨，致力于为参展商提供展示平台，促进国际间的交流与合作。本届展会吸引了来自美国、加拿大、澳大利亚、欧洲等地的知名品牌参展，展示了全球领先的零售和特许经营模式。通过与国际接轨，参展商可以了解最新的行业动态，寻找新的市场机会，并建立广泛的商业网络。MIFR 的成功举办，不仅为参展商提供了宝贵的交流机会，也为马来西亚的零售和特许经营行业注入了新的活力。



国际连锁加盟展26日起开幕 料创7000万销售额

国际连锁加盟展（MIFR）将于7月26日起在吉隆坡国际会议中心（KLICC）隆重开幕。本届展会预计将创造高达7000万的销售业绩。展会期间，参展商将展示各种创新的零售和特许经营产品，吸引大量观众前来参观和洽谈。此外，展会还举办了多场研讨会和论坛，探讨了行业趋势和未来发展。MIFR 的成功举办，将进一步巩固其在零售和特许经营领域的领先地位，并为参展商提供展示平台，促进国际间的交流与合作。



2018年4月13日 星期五 A4



MIFR 2018 International Retail & Franchise Exhibition
26th - 28th July 2018
Kuala Lumpur, Malaysia

MIRF aims RM80m in revenue, taps into digitalisation

by NUR HAZIQA A MALEK

THE booming Malaysia International Retail and Franchise Exhibition (MIRF) 2018 has targeted up to RM80 million in revenue this year, with its focus on retail digitalisation.

MIRF organising chairman Raymond Wong said the exhibition has reached a new milestone this year, with an increase of 20% in exhibitors participating in the event.

"Due to this increase in exhibitors, we have changed our venue to Kuala Lumpur (KL) Convention Centre from the previous Kuala Lumpur Valley Exhibition Centre."

"We are providing a subsidiary of 20,000 from 50 countries around the world," he said at the exhibition's media briefing in KL yesterday.

The event is organised by the Malaysia Retail Chain Association (MRCA).

Wong said the exhibition will be focusing on artificial intelligence, e-wallet payments and machine learning.

He added that it will feature 300 booths and also food trucks in order to leverage on digitalisation of retail and franchise.

"This will not be purely for the exhibitors, but will also be looking back-and-forth across, namely our viewership and media."

"This will help shape a new business, economic landscape in South-East Asia, especially in the retail and franchise industry," he added.

"We are venturing into digitalisation this year as it gives hands-on with the current purchasing trend from the consumers," he said.

The exhibition, Interim "Platform for Growth", is also expected to serve as a catalyst for local and international exhibitors to interact and explore business matching. It also offers a numerous cross-border retail expansion in becoming a primary hub in South-East Asia.

Wong said there are 13 countries participating in the event, among them are the US, Taiwan, the United Kingdom and Japan.

During its previous edition, MIRF registered RM65-million in revenue, which was a 15% increase from the year before.



大马国际连锁特许加盟展 150品牌参与摊位增15%

【新加坡 12 日讯】2018 年马来西亚国际连锁特许加盟展（MIFR）吸引来自台湾、印尼、新加坡、中国、韩国等国家各地国际品牌参展，共有 150 个国内外知名品牌参展，展位面积达 1,950，同比增长 3 万平方呎海内外展商。

上述展会由马来西亚连锁协会（MRCA）主办，今年增设 300 个摊位，比往年增加 15%。此外，展会还邀请了来自马来西亚、新加坡、印尼、泰国、中国、韩国、日本、美国、加拿大、澳大利亚、欧洲等地的知名品牌参展，展示了全球领先的零售和特许经营模式。

展会期间，参展商将展示各种创新的零售和特许经营产品，吸引大量观众前来参观和洽谈。此外，展会还举办了多场研讨会和论坛，探讨了行业趋势和未来发展。MIFR 的成功举办，将进一步巩固其在零售和特许经营领域的领先地位，并为参展商提供展示平台，促进国际间的交流与合作。



Sasar untung MIRF RM70j

Handa Lampung: Perutusan Indonesia Malaysia (DMCA) menargetkan keuntungan lebih RM70 juta untuk pameran perdagangan dan perkhidmatan Malaysia 2018 (MIFR) 2018.

MIFR 2018 akan diadakan di Pusat Konvensyen Kuala Lumpur (KLICC) pada 26 Julai hingga 28 Julai. DMCA menargetkan keuntungan lebih RM70 juta untuk pameran perdagangan dan perkhidmatan Malaysia 2018 (MIFR) 2018.

DMCA menargetkan keuntungan lebih RM70 juta untuk pameran perdagangan dan perkhidmatan Malaysia 2018 (MIFR) 2018.

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7月26日起展出办讲座

【南洋商报】是为本埠的 MIFR 媒体讲座，将于 7 月 26 日（即 28 日吉隆坡国际会议中心 5 号及 6 号馆）举行。讲座由马来西亚连锁协会（MRCA）主办，旨在为媒体提供关于 MIFR 2018 的最新资讯和行业动态。讲座将邀请 MIFR 2018 的负责人和参展商代表，分享展会的亮点和参展机会。此外，讲座还将探讨零售和特许经营行业的最新趋势和未来发展。MIFR 2018 的成功举办，将进一步巩固其在零售和特许经营领域的领先地位，并为参展商提供展示平台，促进国际间的交流与合作。

马来西亚连锁协会（MRCA）会长表示，MIFR 2018 的成功举办，将进一步巩固其在零售和特许经营领域的领先地位，并为参展商提供展示平台，促进国际间的交流与合作。此外，展会还举办了多场研讨会和论坛，探讨了行业趋势和未来发展。MIFR 的成功举办，将进一步巩固其在零售和特许经营领域的领先地位，并为参展商提供展示平台，促进国际间的交流与合作。



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MIRF

**MALAYSIA INTERNATIONAL RETAIL &
FRANCHISE EXHIBITION**
马来西亚国际连锁加盟展
18TH - 20TH JULY 2019

**KL CONVENTION CENTRE
HALL 4 & 5**

18TH: 10AM - 6PM
19TH: 10AM - 8PM
20TH: 10AM - 8PM



MALAYSIA RETAIL CHAIN ASSOCIATION (MRCA)

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