



THAILAND FRANCHISE & BUSINESS OPPORTUNITIES 2024 (TFBO) 20th EDITION

YOUR BEST FRANCHISE PLATFORM FOR THAILAND MARKET

PLENTIFUL OPPORTUNITIES AWAIT YOU



WHY YOU SHOULDN'T MISS TFBO 2024:

- > Thailand's franchise market was valued at 330 billion in 2023, a rise of 10% from 2022. The market is expected to continue thriving, with at least 20% growth next year.
- > Great opportunity to access a targeted audience at the biggest & best franchise exhibition in Thailand.
- > Exceptionally contented feedback, with nearly 70% of exhibitors from 2023 confirming their participation next year.
- > Increase your brand visibility & engage with nearly 7,000 investors from Thailand & 31 other nations in just 4 days.
- > Business matching opportunities both online & onsite to ensure your success
- > Join 140 other international franchise labels currently thriving in Thailand, boasting a collective 20,000 establishments.
- > Comprehensive marketing & promotion to attract prospective investors beyond Thailand.
- > Captivating activities such as buyer programs & investment seminars to attract investors and elevate their confidence.

11-14 JULY 2024

10.00-19.00 HRS.

HALL 104, BITEC
BANGKOK

TFBO 2023

EXHIBITOR TESTIMONIALS



"We have met more than 30 investors, they are Singapore, China, Malaysia, etc. The show offers great opportunities to expand our brands into the international market."

ANGKANA NILKMNERD
Director of Franchise
Destination Eats Co.,LTD



"The feedback is great! We have closed 3 deals and many interested investors are in the pipeline."

CHIDCHANOK MEENYOY
Marketing Manager
I Am Pizza Co.,LTD



"We have met many potential franchisees and we have more opportunities to do our business at TFBO."

CHATIME, TAIWAN



"We join TFBO every year because the show visitors match our target group, who show great interest in our brand." OfficeMatePlus

ORAWASA JEERAKITLERT
Franchise Acquisition
Division Manager
OFFICE MATE PLUS

TFBO EXHIBIT PROFILE

- ▶ Food & Beverage
- ▶ Coffee, Tea & Drinks
- ▶ Bakery, Ice cream & Dessert
- ▶ Retail shop
- ▶ Beauty, Spa & Health Care
- ▶ Education & Training
- ▶ Vending machine
- ▶ Laundromat
- ▶ Car Care Services
- ▶ Delivery Services
- ▶ Consultancy Services
- ▶ Entertainment

TARGET VISITOR / INVESTORS

- ▶ Business owners / Entrepreneurs
- ▶ Existing franchisees
- ▶ Existing master franchisors / Licensors
- ▶ Corporate management / Executives
- ▶ Business development managers
- ▶ Sales and Marketing managers
- ▶ Shopping malls / Modern trade
- ▶ Retail outlets
- ▶ Government officials
- ▶ Franchise / Business consultants
- ▶ University lecturers / Students
- ▶ Start-up entrepreneur



TRADE NETWORKING ATMOSPHERE 2023



**FOOD & BEVERAGE
COFFEE TEA & DRINKS
BAKERY ICE CREAM
DESSERT**

**INTERNATIONAL
PAVILION**



**CONSULTANCY
SERVICES**



**RETAIL SHOP
BEAUTY, SPA
HEALTH CARE**



**LAUNDROMAT
EDUCATION &
TRAINING
VENDING
MACHINE
ENTERTAINMENT**



KEY HIGHLIGHTS OF THE SHOW

- ▶ Business matching
- ▶ FRANCHISE BUSINESS TALK sharing success stories session by industry experts
- ▶ Hosted buyers program to expand and explore quality buyers with a customized particular designed program
- ▶ Networking opportunities to foster cooperation



MEDIA & MARKETING PLAN

Four months before the show, extensive advertising and PR campaigns online and offline in Thailand and overseas to promote the show and draw target visitors / investors. They include;

INTERNATIONAL

- ▶ Franchise magazines (printed and online)
- ▶ Electronic mail to more than 30,000 database
- ▶ Online business matching
- ▶ VIP direct mail invitation
- ▶ Hosted buyer program
- ▶ Through association partners



IN THAILAND

- ▶ Website (Official & Alliances)
- ▶ Newspaper (Printed & Online)
- ▶ Print & Online magazine
- ▶ TV
- ▶ Social media (Facebook, Line, LinkedIn, Tiktok, Youtube)
- ▶ SMS.
- ▶ Electronic mail to more than 70,000 investors database
- ▶ VIP direct mail invitation
- ▶ Telecall invitation
- ▶ Online Advertising (Facebook, Google, Line, LinkedIn ads.)
- ▶ Through association partners

Book Your Stand

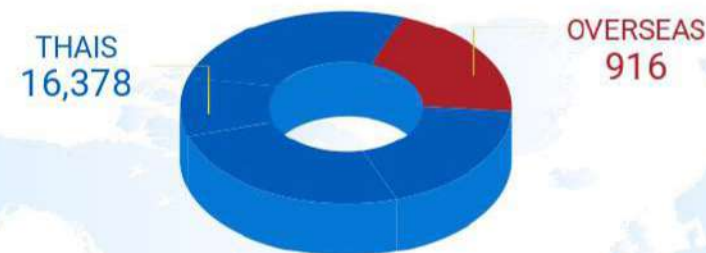


POST SHOW

4 SHOWS STATISTICS 2023

Overall Visitors: **17,294**

(Co-located with TRAFS & ASEAN Retail, Pub & Bar Asia)



TOP 5 INTERNATIONAL VISITORS:

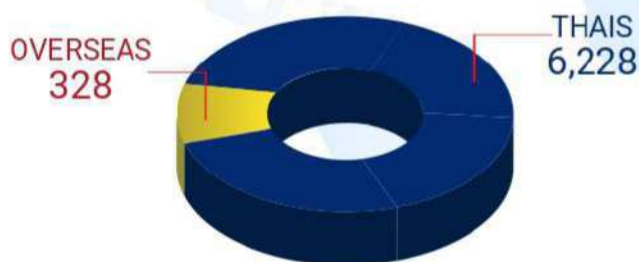


JOB FUNCTIONS:

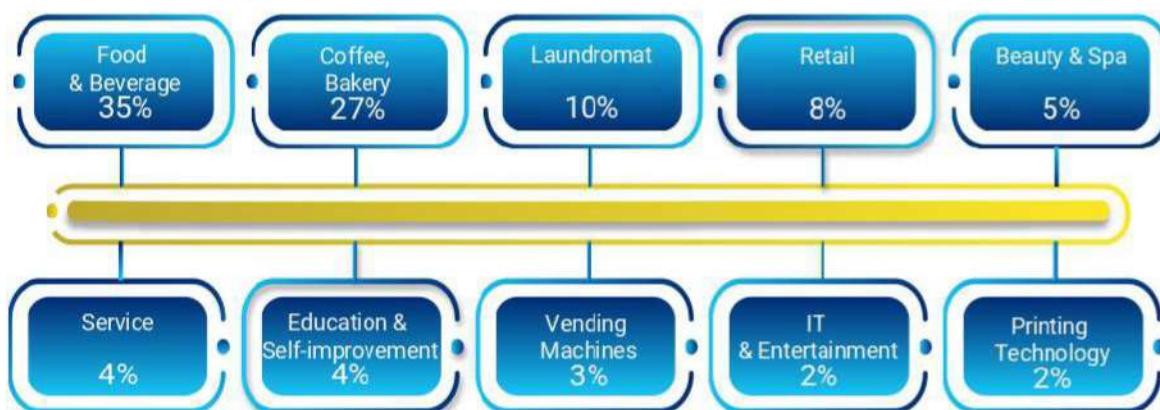


TFBO STATISTICS 2023

Overall Visitors: **6,556**



FRANCHISE OF INTEREST:



PURPOSE OF VISIT:

