

THE 17th EDITION OF
**FRANCHISE &
license expo
INDONESIA**
all about business opportunity

**RETAIL &
solution expo
INDONESIA**
all about retail solution

13 - 15 SEPTEMBER 2019
Jakarta Convention Center, Indonesia

RESTAURANT FITNESS CENTRE CAFE EDUCATION CENTER BEAUTY

FAST FOOD CLOTHING RETAIL SHOES
HIGHER EDUCATION



www.franchise-expo.co.id

*The Leading International
Franchise, License, Retail, and
Business Opportunities' Exhibition
and Conference in Indonesia*

Franchise & License Expo Indonesia (FLEI) is the 17th Edition of the International Franchise, License & Business Opportunities Exhibition and Conference in Indonesia, organised by the industry for industry.

FLEI features a wide range of local and foreign franchise, license, and business opportunities, consulting and as well as supporting services, franchisors and prospective franchisees will meet to explore win-win business collaborations.

WHO SHOULD EXHIBIT?

Franchisor, Master Franchisee, Licensor, Master Licensee, Business Opportunities, Consultants, Property Agents, those related to the franchise, license and business opportunities.

EXHIBIT SEGMENTS

- **Beauty & Health**
Cosmetics, Fitness Center, Spa, Hair & Make-up salons, Beauty Care & Centre, Health-maintenance equipment.
- **Edu-Training-Consultation Service**
Various educational business (children education, higher education and professional training).
- **Fashion & Life Style**
Clothing, Shoes, Watchess, Jewellery, Accesories
- **Food & Beverage**
Restaurant, Cafe, Bar, Fast Food, Traditional Food
- **Retail & Whosales**
Convenience Store, Supermarket, Shopping Center, Department Store, Road Shop, Shop, Store.
- **Specialized Retail**
Automotive & Motorcycle repair & maintenance shop and other specialized franchise store.
- **Other Supporting**
Business Consultants, Property Agents, Law Firm, Retail Product & Services, Supply Chain/Logistic, etc.

VISITOR PROFILES

Master Franchisee, Franchisee, Master Licensee, Licensee, Franchise Consultants, Investors, Entrepreneurs, Business Owners, Retailers, Intellectual Property Rights, Media, Government, any individual who seeking business & investment opportunity.

Retail & Solution Expo Indonesia (RSEI) incorporating with Franchise & License Expo Indonesia.

RSEI features 4 areas: Retail Tech-Equipment, Retail Store Furnishing, Retail Services, and Internet Retailing.

RSEI is recognized as the MUST-JOIN event among industry's most influential retailers and buyers in Indonesia & Southeast Asia.

WHO SHOULD EXHIBIT?

- **Retail Tech-Equipment**
Barcode Scanner, POS, Payment System, Sales Order Processing, Smart Card Technology, Back Office Software, Gate Entry Solution, Robotic Kiosk, Self-service System, Retail Software Application, Retail Lighting System, RFID System, Kitchen Solution, Digital Signage, In-store packaging machine, Security System, Cooling-heating cabinet, Multisensory, Data Warehousing, Chip Manufacture, Loyalty System.
- **Retail Service**
Retail Online Customer Care Services, Marketing Solution, Interior Design, Retail Design New Store & Remodel Service, Supply Chain Management Services, Real Estate Service, Consultants, Law, Visual Merchandising Specialist, Retail Design Consultancies.
- **Retail Store Furnishing**
Showcases, Packaging & Machine, Wallpaper, Signage, Lighting, Paint, Tableware, Display Racks, painting, Mannequins, Carts, Digital Signage, Furniture, Display Equipment, Music & Video, LCD & LED Display, Flooring, Fragrance & Aroma Specialist, Large Graphic Format Printing.
- **Internet Retailing**
Online Payment, Banking Solution, E-Commerce platform & solution, digital marketing, supply chain,/logistics/inventory management, Website/Homepage, Direct Mailing Solution, CRM Solution, Telemarketing, Computers Hardware & Software.

VISITOR PROFILES

Department Store, Cafe/Bar/Restaurant Owners, Furniture & Home Accesories, Catering, Hospitally/Cafe/Food, Advertising & Marketing Firm, Convenience Stores, Supermarket, Shopping Mall/Center, Property Management, Shop, Sport & Leasure, Fashion, Beauty & Personal Care Retailers, Clothing Store, and many more.

WHY JOIN US?

▶ THE GATEWAY

The Indonesia's leading & biggest international franchise, license, retail & business opportunities exhibition & conference.

FLEI will be the gateway for international franchises, licenses and brands that are yet to be in Indonesia. Local franchise industry players looking to expand their business to **Indonesia market** and **Southeast Asia**.

▶ THE BEST PLATFORM

Meet face to face with more than **20,000 qualified buyers** and **investors** from **all over Indonesia & Southeast Asia**.

▶ THE MOST COMPREHENSIVE

There will be more than **600 brands** who will expand into Indonesia.

▶ TARGETED QUALITY BUYERS

Reach out the potential Master Franchisees and investors via Franchise & License Expo Indonesia - **FLEI The VIP Club Members**.

WHY INDONESIA?



**The largest economy in South East Asia;
5th largest in Asia, and 15th largest in the world.**

34 Provinces
265 million Population (2018)
Capital: JAKARTA

Indonesia is the **4th most populous country in the world** with **more than 53%** of the population **living in the urban area**, **57%** are from **middle class**, with **7 million** being **added each year**.

An investment-led economic expansion has kept Indonesia's economy growing at a solid pace, reaching 5.1% in the first quarter of 2018.

Franchise system has been **the most popular choice** by **Indonesian investors** to build their own businesses.

Consumer spending in Indonesia is projected **7.7%** annually until 2030.

OVER 600 International Brands
have **EXPANDED** into **Indonesia**,
HAVE YOU?

POST SHOW REPORT

Date 5 - 7 October 2018
Venue Jakarta Convention Center (JCC), Jakarta - Indonesia
Opening Hour 10am - 9pm



2018 EVENT HIGHLIGHTS



PROGRAMMES & ACTIVITIES: Indonesian International Franchise Conference, Opening Ceremony by Ministry of Trade Republic Indonesia, BizMatch (Business Matching - Online, Onsite & Offline), Meet & Greet with Domestic & Overseas Brands, 6 Franchise Classes, Franchise & Business Seminars and Talks, Franchise Clinic, Networking Session.

VISITORS PROFILE *by Management Levels*



VISITORS' ESTIMATED BUDGET



EXHIBITORS NUMBER GROWTH



81,31% of visitors satisfied with 2018 event,

94.21% of visitors will definitely visit again in 2019.

FACT SHEET - 2019

Event Name	Franchise & License Expo Indonesia (FLEI) Retail & Solution Expo Indonesia (RSEI), Incorporating with Cafe & Brasserie Expo Indonesia (CBI)
Edition	17th Edition , since 2003
Event Date	13 - 15 September 2019 (Friday - Sunday)
Vanue	Jakarta Convention Center , Jakarta - Indonesia
Organiser	10am - 9pm
Opening Hours	Reed Panorama Exhibitions, Indonesia
Strategic Partners	Indonesian Chambers of Commerce & Industry (KADIN) The Indonesian Franchising & Licensing Society (WALI)
Targeted Attendees	22,000 attendees
Espected Transaction	USD 100,000,000
Program & Activities	



ABOUT ORGANISER

PT Reed Panorama Exhibitions (RPE) is a joint venture between the world's leading event organizer: **Reed Exhibitions (www.reedexpo.com)** and Indonesia's leading tourism, transportation and hospitality group of companies: **The Panorama Group**. RPE aims to create professional, quality business to business platforms by working closely with relevant government agencies, industry partners, trade associations, venue owners, and customers so as to deliver events for the industry by industry.

Currently, **RPE organizes ten events in Indonesia**, serving **the franchising & licensing, retail, cafe & brasserie, maritime, mining, renovation & construction, logistics & transportation**, and also the consumer sectors: **maternity, baby & kids expo and toys, games and comic convention**.

www.reedpanorama.com

ABOUT VENUE

Jakarta Convention Center (JCC) also known as **Balai Sidang Jakarta Convention Center** is located in Gelora Bung Karno Sports Complex, Central of Jakarta, Indonesia. Strategically located in the heart of Jakarta, Balai Sidang Jakarta Convention Center hosts events for the world's political, business, and entertainment leaders.

www.jcc.co.id

PARTICIPATION GUIDELINE

Participation Procedure

Submit Application

Fill up the form (Exhibition Booking Form) and return it to the organiser.

Send Down Payment

Organiser will send the Exhibition Participation Agreement (contract) & invoice.

Send Final Payment

The participant will be considered part of exhibition after completion of the full payment.

Show Set Up Day Opening FLEI & RSEI

Booth set up:
11 & 12 September 2019
Event Date:
13 - 15 September 2019

Type of Investment

Raw Space Only



Empty space only, no carpet.
Minimum 9 sqm.

Install the booth after receiving the approval from the organiser.

Utilities & additional services can be requested with the additional charge.

Standard Shell Scheme



Standard partition, entitlements:

- Fascia board with the company name & booth number,
- Partition structure & carpet,
- 1 receptionist table & 2 chairs,
- 2 units of fluorescent light,
- 1 unit power point & electricity power supply (2 ampere),
- 1 unit of wastepaper basket.

Enhanced Shell Scheme



Enhanced system, entitlements:

- Enhanced fascia board with visuals limited to 50 cm height,
- 1 discussion table & 4 chairs,
- 1 lockable counter (high lockable, is available), 1 unit of wastepaper basket,
- 1 bar stool, 2 shelvings, 1 magazine rack
- 2 units of spotlight,
- 1 unit power point & electricity power supply (2 ampere).

Participation Registration Fee (Compulsory) and get more marketing exposure services:

- Pre-show Electronics Direct Mails (email blast) to FLEI database.
- Company, brand & product listing on the online show directory (FLEI website: www.franchise-expo.co.id)
- Full Color Advertisement (W8cm x H12cm), company profile, brand, products, contact details on the exhibition directory.
- Promote brand or product blast on event social media (facebook & instagram).
- Indonesia Trade Connect; our integrated business matching 4.0 that collaborate our advance marketing system and technology.

Contact Us:

- ✉ Email franchise@reedpanorama.com
- ☎ Phone +62 21 2556 5006
- ☎ WhatsApp +62 8897 7742 709
- 📞 Line [fleixpoid](https://www.line.me/tv/franchise-expo)
- 📞 Wechat [fleixpoid](https://www.wechat.com/p/franchise-expo)

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Address: Reed Panorama Exhibitions. Panorama Building, Jalan Tomang Raya No. 63 Jakarta 11440, Indonesia

Organiser



Strategic Partners



Franchise Consultant



The International Franchise Connection & Opportunities

