TFBO

Thailand Franchise & Business Opportunities 2011

THAILAND convention & exhibition bureau Approved

7th Edition

The BEST & LARGEST

International Franchise & Biz Opz Show in ASEAN

Two in One Show: 10,000 sqm.

October 27-30, 2011

BITEC, Bangkok, Thailand

- *More than 25,000 investors from 45 countries are expected to visit the show.*
- *A gateway to ASEAN, TFBO is a MUST show to enter Thailand and 10 member countries.*
- *Aggressive advertising and PR promotion plus advance Matching with investors.*
- *Co-located with Thailand Retail, Food & Hospitality Services 2011 (5th edition)*

www.thailandfranchising.com

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ช่องรวย

Thai Franchise Center

เปิดร้าน รวยเป็นล้าน

◎ Exhibit Profile

- Food
- Coffee, Tea, Drinks
- Bakery, Ice Cream
- Retail
- Licensing
- IT and Digital
- Printing
- Beauty and Spa
- Education and Art
- Vending Machines
- Car Care Services
- Services and Entertainment
- Raw Materials and Supplies
- Real Estate
- Financial Institution
- Jewelry
- Consultant and Designers

◎ Visitor Profile

- Business Owners/Entrepreneurs
- Existing Franchisees
- Master Franchisors/Licensees
- Corporate Management/Executives
- Business Development Managers
- Sales and Marketing Managers
- Shopping Centers/Modern Trade
- Retail Experts
- Government Officials
- Franchise /Business Consultants
- Educationists/Trainers
- University Lecturers/Students
- Medias
- Other Related Service Providers

◎ Marketing, PR & Promotion

Approximately US$ 230,000 budget is set for advertising and PR promotions in target markets in five continents to attract investors to the show. The target markets include ASEAN, Indian Sub-continent, Australia and New Zealand, China, Hong Kong, Taiwan, South Korea, Japan, Middle East, Europe and North America.

◎ In Thailand

- Advertisements and PR in Thai, English and Chinese newspapers, franchise, trade and related publications.
- Show web site and web links.
- Show Preview: direct mail to 60,000 database visitors from previous years.
- E-letter and E-Newsletter invitations.
- 20 Radio stations nationwide.
- Press Releases/Press Conference.

◎ Overseas

- Aggressive advertisements and PR in newspapers, franchise and trade related publications in several target countries.
- Web links.
- Direct Mails to target visitors.
- E-invitation.
- Press Releases.

◎ Business Matching

To ensure your maximum exposure, online business matching will be arranged for exhibitors and visitors to make advance appointments with you

◎ Why Exhibit in TFBO 2011

- As the BEST and LARGEST franchise show in ASEAN, TFBO has attracted more and more Thais and international visitors.
- TFBO 2011 is expected to draw 25,000 Thais and international investors from 45 countries.
- More than 60% Thai franchisors return to exhibit in TFBO 2011, reflecting their confidence in the quality of the show and visitors/investors.
- More and more Thais are interested in buying franchise.
- Over 400 visitors in TFBO 2010 have expressed interests in buying master franchise.
- TFBO 2011 is held concurrently with the 5th edition of Thailand Retail, Food & Hospitality Services 2011 on a combined 10,000 sqm., meaning double exposure, double visitors.
- Full supports from the Thai Government agencies and related associations, both local and overseas.
- BITEC, the venue, is easily accessible via various transport modes, including skytrain from the downtown.

◎ Exhibitor Testimonials

Mr.Saward Mitaree
President
Smart Brain

Great opportunity is not easily happening. This is an easiest way to start your business. You'll become one of our successors in the near future.You have many business choices to select from attending our TFBO ready made especially for you.Come and take this advantage.

Mr.Suttichai Panidnarakul
Managing Director
The Waffle

"The Waffle" is the Waffle's Thailand Franchise which has sustainable growth every year, beside TFBO Exhibition more than 6 years.We never have missed this opportunity to be a part of this Big Event. Because of the quality exhibition bring the quality of target group. Also this year, we will meet each other again at TFBO with "The Waffle Experience" the new experiences of professional management.

Mr.Perter Thaveepolcharoen
Managing Director
Daddy dough

"To us, TFBO is the most important event and the only event that we'd been participated for the past two years. The event has giving us opportunities to increase our brand awareness and franchise business to both local and international visitors. We are looking forward to being in TFBO for the following years to come."

Miss.Sasivimol Kerdphol
Managing Director
Genius Planet

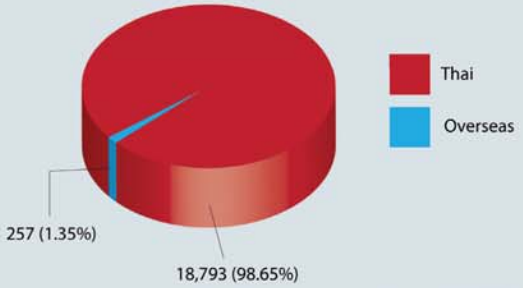
" I have to say our first involvement in the TFBO 2010 was fantastic. We met many wonderful people and created a considerable amount of interest on our stand. I was blown away by the number of enquiries and people on my stand at the exhibition. The expo has really worked for me for two simple reasons. The first is that the organizers have been able to attract a relatively large number of people through the door. Secondly people who attend this expo are interested in business which immediately makes them interested prospects for anybody who is providing business or franchise services. It was well worth it and I will definitely be booking for the TFBO next year. "

AWARD FOR TFBO

TFBO is Thailand's first and only international franchise show receiving TCEB Approved Award by the government agency for its international standard quality.

TFBO 2010 Statistics at a glance

1. Overall Visitors = 19,050

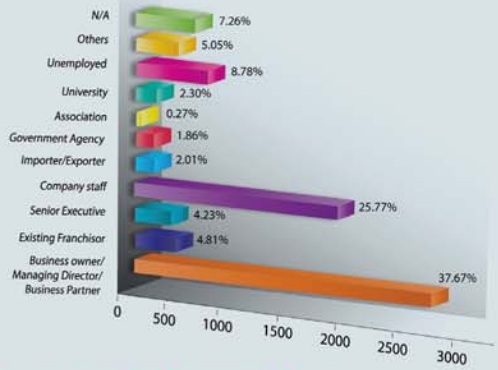


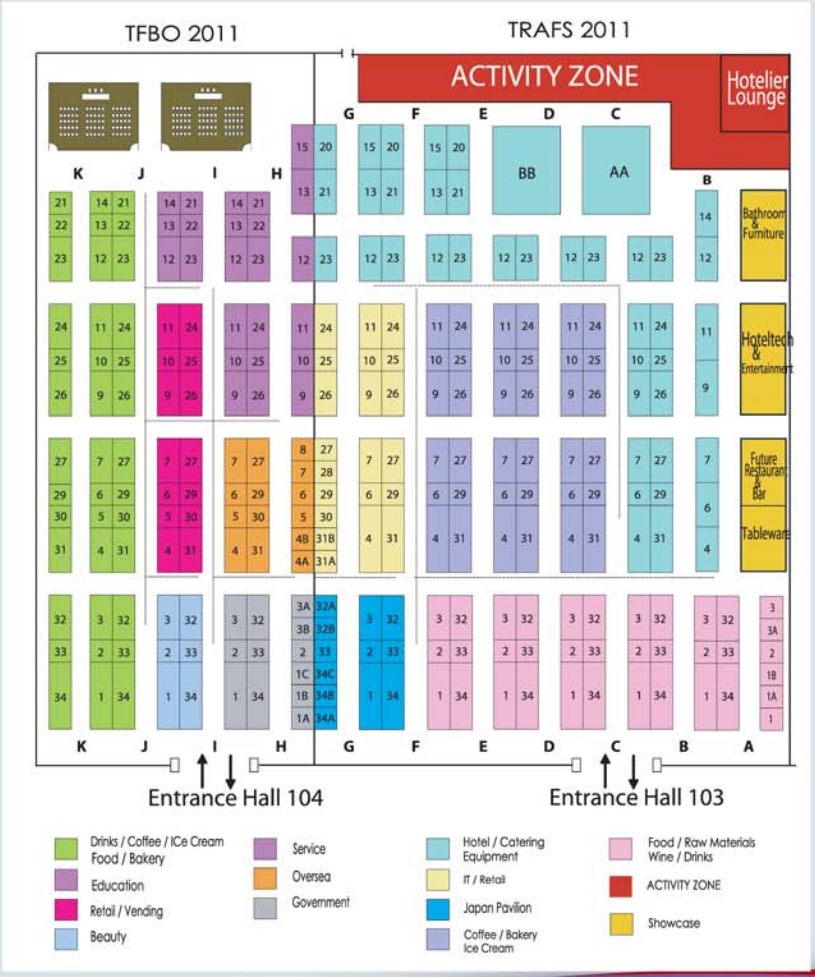
2. Top Ten International Visitors

Countries	Number
1. Singapore	41
2. Malaysia	28
3. Cambodia	26
4. China	20
5. U.S.A	13
6. India	10
7. Indonesia	9
8. Bangladesh	9
9. The Philippines	9
10. Vietnam	8

3. Number of Visiting Countries (2006-2010)

4. "Visitors' main business"





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Our Sales Agent