

MEDIA RELEASE
For immediate release

Franchising & Licensing Asia (FLAsia) 2021 to amplify post-COVID business opportunities for local and regional companies

Singapore, 10 November 2021 – Constellar today announced the return of the Franchising & Licensing Asia (FLAsia) virtual event from 25 – 26 November 2021. Presented by Franchising and Licensing Association (FLA) Singapore, FLAsia is a key international trade event that congregates franchises, licenses, brands, and business concepts from all over the world to Asia. This is FLAsia's 16th edition and its second virtual edition.

This year's event will focus on how franchise businesses have survived and thrived through the prolonged disruption brought about by the global pandemic by innovating and transforming its business, with the theme of "Beyond, Harness the Possibilities". More than 3,000 participants are expected to join following the success of the first virtual edition in 2020.

The FLAsia 2021 virtual exhibition will feature 70 international brands from more than 60 companies from countries such as Korea, Japan, Malaysia and Indonesia. Attendees can look forward to connecting with top players such as multinational convenience store chain 7-Eleven, homegrown lifestyle furniture retailer Commune, food and beverage players Creative Eateries, Jumbo and Tung Lok and, and health and wellness concepts Fight Zone, FitJeff and Gymkraft. Exhibitors from key sectors such as food and beverage, education, wellness and professional services will offer event attendees new business and investment opportunities, as well as fresh avenues for companies to transform their existing business models and innovate their customer offerings.

Beyond meeting exhibitors at their virtual booths, attendees can look forward to insights from more than 50 expert speakers across 15 keynote and panel sessions spread over the two-day conference. The line-up includes notable Founders, CEOs and industry leaders such as Joe Canterbury, Founder of Chaucer Global, David Chiem, Founder, CEO and Executive Chairman of MindChamps PreSchool and Nguyen Phi Van, Chairwoman of Vietnam Angel Network. They will be sharing their knowledge and success stories in areas of franchising, consumer market outlooks and opportunities in international markets.

Singapore Minister of State Low Yen Ling, Ministry of Culture, Community and Youth & Ministry of Trade and Industry will be delivering the opening address to kickstart the event.

Mr Chua Wee Phong, Chief Executive (Markets) at Constellar Holdings said, “FLAsia 2021 continues to be an important nexus for global as well as regional businesses looking for a springboard to Asia. A virtual event such as this transcends physical boundaries, creating vast growth and networking opportunities across borders for a true international experience. We look forward to bringing everyone together again for a vibrant showcase of creative innovations.”

FLAsia 2021 will also be introducing two new programme highlights for a more immersive virtual event experience. The **Fresh! Brand** showcase, a series of fast-paced 5-minute investor-oriented pitches by participating brands, will be broadcast live on FLAsia’s social media channels from 12PM to 1PM on both event days. Another new feature, **Discovery Days**, will allow interested buyers to sign-up for exclusive behind-the-scenes tours of exciting brand concepts.

Based on positive feedback from the previous year, event attendees can also look forward to the return of the event’s live response feature which allows for dynamic interactions and instant responses from brand representatives via live text and video chats. This year’s event will also debut business matching services to connect attendees with participating exhibitors via direct or pre-scheduled meetings. The FLAsia 2021 virtual platform will remain live beyond the 2-day conference until 31 December 2021 to allow attendees to continue to network, build lasting connections and collaborate on business opportunities.

Admission is free and open to business / trade visitors and individuals seeking business and investment opportunities. Register here: <https://bit.ly/FLAsia2021SignUpPR>

Event Details

Franchising & Licensing Asia (FLA) 2021 (Virtual Edition)

25 – 26 November 2021 (Thursday – Friday)

Visitor Registration: <https://bit.ly/FLAsia2021SignUpPR>

Exhibitor Registration: <https://bit.ly/FLAsia2021ExhibitorSignUpPR>

Website: <https://franchiseliicenseasia.com/>

Facebook: <https://www.facebook.com/FranchiseLicenseAsia>

Instagram: <https://www.linkedin.com/in/franchiseliicenseasia/>

Official Hashtags: #FLAsia2021 #FLAsia #FLA

Issued by Constellar Holdings Pte Ltd

For more information, please contact:

Adam Paulus
Project Director
Constellar Exhibitions Pte Ltd
Email: adam.paulus@constellar.co

Constellar Communications
Email: comms@constellar.co

Patricia Wee
Director
Franchising and Licensing Association
(Singapore)
Email: patricia@flasingapore.org

About Franchising and Licensing Association (FLA Singapore)

Franchising and Licensing Association (FLA Singapore), one of the founding members of the World Franchise Council, was established in 1993 with the mission to nurture and develop Singapore's franchising industry. An essential component of Singapore's knowledge-based economy, FLA Singapore promotes and facilitates the use of franchising, licensing and branding as a growth strategy for Singapore enterprises, thus contributing to turning Singapore as a regional franchise and license hub. Through its partnership with Singapore government agencies and international franchise and license bodies, FLA Singapore also assists its members in their international development programmes.

About Constellar

Constellar connects a global eco-system of event partners and consumers through a holistic portfolio of intellectual property (IP) in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry.

As Asia's partner of reference for curating innovative event and venue experiences, Constellar activates impactful networks to bring global markets, businesses and consumers together for sustainable growth. With our expertise and dedication, we are invested in helping you build trusted relationships with stakeholders for the long term and enabling cross-industry collaboration through world-class audience engagement solutions.

Constellar is headquartered in Singapore. Founded in 2021, it brings together decades of experience with an intrepid team of experience specialists around the world. Visit www.constellar.co for more information.