



澳門國際品牌連鎖加盟展  
Exposição de Franquia de Macau  
Macao Franchise Expo

2017

澳門威尼斯人 度假村酒店  
The Venetian Macao Resort Hotel

28-30/7

品牌無限延伸  
商機一觸即發

BRAND EXPANSION CONTINUES  
BUSINESS OPPORTUNITIES TO BE SEIZED



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Macao Trade and Investment Promotion Institute



www.mfe.mo

# 每年一度的**國際品牌**盛事

## The Annual International Franchise Event

**澳門**國際品牌連鎖加盟展(MFE),一個集展覽、論壇、商業配對和推介會為一體的商貿盛事,每年吸引來自全球的投資者到來尋找商機,以及與同業聯繫交流。過往各參展商都通過 MFE 展覽及交流平台取得了不同的成果,充分展示了國際品牌及推動連鎖加盟發展的平台作用。

在澳門舉辦的MFE多年來均獲得十多個來自全球的同業協會支持,隨著展會的國際化程度逐年提升,越來越多國際知名品牌及連鎖加盟企業參展,令MFE進一步成為一個同業認可的年度盛會。

Macao Franchise Expo(MFE) provides exhibition, forums, business-matching sessions and promotional seminars, which attracts investors around the world for seeking business opportunities and establishing contacts with industry players. Over the years, numerous brands has been successfully expanded their business to overseas or launch business in local market through MFE.

MFE has been supported from various international Franchise associations over the past years. As there has been growing international participation over the years, attracting a larger number of globally-renowned brands, MFE becomes a recognizable premier annual event in the industry.



### 澳門消費市場持續增長,是拓展業務的理想地點。

Macao has a prospect for gradual growth in the consumer market, showing that Macao is an ideal location to expand business.

澳門每年都維持強大的旅客數量,2016 年訪澳旅客更超過 **3千萬**人次,擁有優越的發展潛力。

Macao has a prospect for further development, sustaining the high traffic of visitors every year, there are more than 30million visitors in Macao in 2016.

在 The Global MetroMonitor\*的排名中列為表現最出色的都會。

The world's top-performing metro area ranked in The Brookings Global MetroMonitor\* .



地理位置優越,亦與葡語國家/地區緊密聯繫,有助把業務邁向國際市場,令品牌拓展至更廣闊的市場。

At a strategic geographical location and has strong connection with Portuguese-Speaking Countries, enhance brand expansion to a broader international markets.

位處經濟發展蓬勃的泛珠三角地區,是進軍龐大市場的起步點。

Located near the PPRD Region, is the starting point to enter the booming market.

\* 資料來源：由Brookings Institution及JPMorgan Chase於2014年選出  
Source : conducted by Brookings Institution and JPMorgan Chase in 2014

## 多元化活動 Series of Activities



MFE集展覽、洽談、論壇及推介會為一體的商貿盛事,助企業拓展商機。今屆精彩活動包括:

With an exciting lineup of exhibition, forums, seminars, business-matching sessions and presentation, MFE is an ideal trading platform for business expansion. Major activities include:

— **展覽**：展示特許經營、連鎖加盟及品牌代理產品,包括餐飲、零售、服務、教育、休閒娛樂、金融、地產、時裝飾品、顧問服務及品牌代理等領域,並配合其他配套展示(如:融資、商鋪租賃、市場推廣、顧問等)。

**Exhibition** : Showcase various brands from franchises and agencies, including food and beverage, retail, business services, education, entertainment, finance, real estate, fashion & accessories, consulting service, brand agency and more. Together with related services providers include financing, shop leasing, marketing promotion and consulting services.

— **論壇**：邀請各地特許經營、品牌代理行業協會的領導,企業投資者、高層管理人員和專家作主題發言,讓與會嘉賓進一步了解並掌握市場概況以及發展趨勢。

**Forum/Seminar** : Franchise industry and international association leaders, institutional investors, senior management and experts from different countries and regions will be invited as guest speakers to share the related market profile and development trends.

— **商業配對**：透過項目配對,協助參展企業及與會者尋找合作夥伴,開拓市場。

**Business Matching** : To assist participating exhibitors and trade visitors in finding partners and exploring new markets.

— **推介會**：由特許經營商推介其自有品牌。

**Presentation** : Exhibitors will get an exclusive opportunity to present their brands to target audience.

## 「粵澳名優商品展」 Guangdong and Macao Branded Products Fair

2017MFE將與「粵澳名優商品展」同期舉行,發揮協同效應。去年展銷會吸引了8萬3千人次進場,是其中一個極受市民和遊客喜愛的年度品牌展會,進一步為您打造推廣品牌的黃金機會。

2017 MFE will be held concurrently with the "Guangdong and Macao Branded Products Fair", which attracted over 83,000 business visitors, residents and tourists last year. It is a golden opportunity for you to further promote your brand.

## 2016 MFE 數據 2016 MFE Figures

- 逾23,000人次入場  
Over 23,000 visitors
- 超過 180 個品牌,來自 15 個國家和地區  
More than 180 brands from 15 countries and regions
- 1,314 場洽談配對  
1,314 business matching sessions

## 國際及本地知名品牌雲集MFE

WELL-KNOWN INTERNATIONAL AND LOCAL BRANDS SHOWCASE AT MFE



# MFE 成效顯著

MFE brings remarkable results

- ◆ 80% 的受訪參展商「非常滿意」或「滿意」MFE展會安排
- ◆ 80% 有意參加2017MFE
- ◆ Over 80% exhibitors rated "Satisfied" or "Highly Satisfied" with MFE arrangement
- ◆ Over 80% would join 2017MFE

- 1/ MFE 是行業內最國際化的平台，為展商及參與人士提供開拓國際市場以及大中華/ 南中國區域市場商機
- 2/ 獲全球領先連鎖加盟協會支持，包括澳門、香港、中國、台灣地區、日本、韓國、馬來西亞、葡萄牙、巴西、新加坡、印尼及其他地區
- 3/ 促進公司機構、個人投資者與參展商專業的交流

- 1/ MFE is one of the most internationalized platforms for networking with industry players. The event provides brand building opportunity for franchisors who wish to explore international as well as Southern China and regional markets
- 2/ Supported by leading experts from the franchise industry such as Macao, Hong Kong, China, Taiwan, Japan, Korea, Malaysia, Portugal, Brazil, Singapore, Indonesia Franchise Association and many more
- 3/ Share the market updates with institutional and individual investors

## 參與者反饋

Participants' feedback

### ◆ 巴西 Lugui Trading Food Franchising Ltd

在巴西有超過 150 間分店,這次進軍港澳市場是與另一間荷蘭餐飲企業 Lutosa 合作,並希望藉 MFE 進一步推廣品牌和尋找新的投資者或商業伙伴,將巴西豐富的飲食文化帶到澳門,為餐飲市場注入新的元素。

### ◆ Lugui Trading Food Franchising Ltd, Brazil

The company owned more than 150 branch stores in Brazil. The company worked with another catering company in Holland called Lutosa to get into the markets of Hong Kong and Macao. They hoped their brands would become popular and were able to find new investors or business partners through MFE and bring the Brazilian food culture to Macao as to make its catering industry more diverse.

### ◆ 巴西 BIBI

巴西著名鞋類品牌BIBI負責人Magnus Oliveira先生表示,他們的品牌有著超過67年的歷史。到目前為止,巴西國內共有70家零售分店,出口到67個國家。參加MFE的目的可以與更多澳門和中國大陸的客戶建立聯繫,有助於他們開拓中國市場。

### ◆ BIBI, Brazil

Mr. Magnus Oliveira, the person in charge of the renowned footwear brand BIBI in Brazil, stated that their brand had a history of over 67 years. Until now, there were 70 retail branches at home and abroad with exports to 67 countries. The objective of attending MFE was to connect with more customers in Macao and Mainland China, which would do them good in their quest to develop the Chinese market.

### ◆ 日本千房大阪燒

千房大阪燒負責人森弘司則認為,澳門尚未有同類型的大阪燒專門店,現時已與本澳的星級酒店洽談合作,並有信心取得成功。

### ◆ Chibo Holdings Co. Ltd., Japan

Hiroshi Mori, who is in charge of another food and beverage enterprise Chibo Holdings Co.Ltd. thought there was no okonomiyaki specialty store of their type in Macao. They were in negotiation with Macao hotels and were confident about their success.

### ◆ 日本富山拉麵

富山拉麵負責人渡邊健表示,雖然港澳日式食品市場競爭頗大,但並不影響他們這間日本第一的拉麵店進軍澳門的信心,於三日展期內也進行了十多場生意洽談。

### ◆ Tentakaku Co. Ltd., Japan

Ken Watanabe, who is in charge of Tentakaku Co. Ltd. stated that although market competition for Japanese food in Hong Kong and Macao was fierce, as the No.1 Ramen noodle maker in Japan, they were confident about cracking the Macao market.

### ◆ 葡萄牙 Trinstcon

葡萄牙人力資源企業 Trinstcon ,其負責人 Joao Monteiro 表示,今次參展的主要目標是尋找新的投資者或合作夥伴,認為澳門作為中葡文化交流的重要平台,其商業優勢 是其他地區所不能比較的。

### ◆ Trinstcon, Portugal

Trinstcon, a Portuguese HR company, attended MFE for the first time this year and the person in charge of the company, Mr. João Monteiro stated that as Macao is an important cultural communication platform between China and Portugal, its business value had to be more balanced.