

2025 MFE

澳門國際品牌連鎖加盟展
Macao Franchise Expo



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

ufi Approved International Event

品牌聯動

Brand Collaboration

體育IP賦能

Sports IP Empowerment

咖啡文化共振

Coffee Cultural Synergy

22-25/10

品牌無界
商機共享

Brands Unbounded
Opportunities United

主辦單位 ORGANISERS



澳門連鎖加盟商會
Macao Chain Stores & Franchise Association

expo@mfe.mo

(853) 8798 9654

澳門威尼斯人金光會展D館
Hall D, Cotai Expo, The Venetian Macao



MFE 網址
MFE Website



澳門會展微信
Macao MICE WeChat

亮點 Highlights

MFE collaborates with top brands and IPs to unlock boundless opportunities! This year's MFE rolls out a curated selection of international and domestic brands in Macao for the first time, while pioneering the integration of premium sports event IPs. Through strategic synergy with the Macao International Coffee Festival Exhibition Area, MFE amplifies its potential like never before.

本屆澳門國際品牌連鎖加盟展（MFE）攜手更多品牌與IP，開啟無限商機！展會首度匯聚眾多海內外知名品牌亮相澳門，更創新引入多項體育賽事IP資源，與澳門國際咖啡節展區聯動，雙軌並行激發MFE更大潛能！

海內外行業優秀品牌加持，帶動行業創新。

Gathering Top-Tier Brands Worldwide to drive industry updates.

匯聚本澳及海外IP授權方，探索產業商機。

Connecting local and international IP licensors to unlock new business opportunities.

聚焦「會展+體育」，以體育動能驅動產業跨界創新。

Leveraging 'MICE + Sports' momentum to fuel cross-industry breakthroughs.

澳門國際咖啡節展區再度亮相MFE，沖煮大賽引領灣區咖啡文化共振。

Featuring the Macao International Coffee Festival at MFE, sparking cultural synergy in the Greater Bay Area's coffee scene through a Brewing Championship.



◆ 品牌展區
Brands Pavilion

◆ IP授權展區
IP Licensing Pavilion

◆ 澳門國際咖啡節展區
Macao International
Coffee Festival Pavilion

展覽 Exhibition

展示特許經營、連鎖加盟及各類IP授權，包括餐飲、零售、品牌代理、文創潮玩、體育賽事等領域。

Showcasing franchising, chain partnerships, and diverse IP licensing across industries: food and beverage, retail, brand agencies, culture-inspired licensed merchandises, and sports events.



品牌展覽展示
Brand Exhibition



論壇及研討會
Forums and Seminars



商業配對
Business Matching Sessions



推介會
Promotional Sessions

參展優惠 Exhibition Incentives

優惠價

Special Offer

標準展位 (9平方米)
Standard Booth (9m²)

租用光地 (最少18平方米)
Raw Space (Minimum 18m²)

本澳參展商

Local Exhibitors

澳門元 MOP 6,750/個

澳門元 MOP 600/m²

非本澳參展商

Non-local Exhibitors

澳門元 MOP 10,800/個

澳門元 MOP 960/m²

特別優惠展位

Booth Special Offer

美食街展商及
本澳中小企展商 (9平方米)
Gourmet Avenue and Local SMEs Exhibitors (9m²)

澳門元 MOP 2,700/個
Per Booth

IP/文創展商 (6平方米)
IP & Cultural Creative Exhibitors (6m²)

澳門元 MOP 1,800/個
Per Booth

美食街展商及本澳中小企展商優惠只限申請首 9 平方米標準展位，額外之標準展位費用將以一般參展優惠計算；

The discounted rate for Gourmet Avenue and Local SMEs is limited to the initial nine square metres (9m²) of standard booth space, with any additional space charged at the general promotional plan for exhibitors.

IP/文創展位參展商申請增加6平方公尺標準展位或展覽光地，收費標準：

澳門參展商：澳門元 4,500.00

非澳門參展商：澳門元 7,200.00

Fee structure for IP/Cultural Creative Exhibitors adding six square metres (6m²) standard booth or raw space:

Local Exhibitors: MOP 4,500.00

Non-Local Exhibitors: MOP 7,200.00

專業觀眾

Trade Visitors

12:00–18:00

10月22日 (三)

Oct 22nd (Wed)

對外開放 Open to Public

10:00–18:00

10月23日 (四)

Oct 23rd (Thu)

10:00–18:00

10月24日 (五)

Oct 24th (Fri)

10:00–18:00

10月25日 (六)

Oct 25th (Sat)