



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



2019  
26-28/7

澳門威尼斯人  
The Venetian Macao

# 品牌無限延伸 商機一觸即發



BRAND EXPANSION CONTINUES  
BUSINESS OPPORTUNITIES TO BE SEIZED

連鎖加盟  
FRANCHISE

投資創業  
BUSINESS START-UP

中小企轉型  
TRANSFORMATION

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f macao franchise expo



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**PI** 澳門貿易投資促進局  
Instituto de Promoção do Comércio e do Investimento de Macau  
Macao Trade and Investment Promotion Institute



澳門連鎖加盟協會  
Macao Chain Stores & Franchise Association

**ABF** ASSOCIAÇÃO  
BRASILEIRA DE  
FRANCHISING

台灣連鎖加盟促進協會  
Association of Chain and Franchise Promotion, Taiwan

香港專利授權及特許經營協會  
Licensing & Franchising Association of HK

# 每年一度的國際品牌盛事

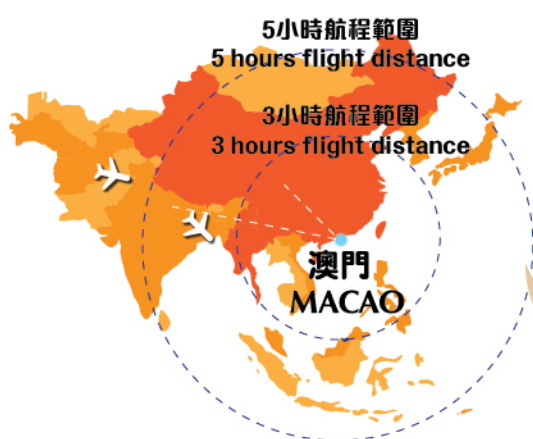
THE ANNUAL INTERNATIONAL FRANCHISE EVENT

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。在過往數年，為數不少的品牌已成功透過MFE在本地市場發展，以及拓展至海外市場，充份發揮了MFE作為推動國際連鎖加盟發展平台的角色。

MFE於2018年11月通過國際展覽業協會(UFI)認證，成為大中華區首個獲此殊榮之加盟行業展會，反映對MFE在國際化、專業化、品牌化營運方面的充分認可。

Macao Franchise Expo (MFE) is a trade fest that integrates exhibitions, forums, business matching sessions and promotional seminars, attracting investors from all parts of the world to explore opportunities and establish network with industry players. Throughout the years, numerous brands have successfully launched businesses in local market and expanded their businesses to overseas through MFE, which fully demonstrates its role as a platform to promote the development of international franchise businesses.

MFE was also recognized by the Global Association of the Exhibition Industry (UFI) as an "UFI Approved Event" in November 2018, turning the MFE into the first franchising exhibition in Greater China to receive this honour. This recognition validates the position of MFE in internationalization, professionalization and branding operation.



澳門每年都吸引大量的旅客，2018年訪澳旅客更超過3,500萬人次，擁有優越的發展潛力。根據美國傳統基金會2019年度〈全球經濟自由度指數〉報告，連續評價澳門為“較自由”的經濟體，在亞太區43個經濟體中，澳門排名第9。

Macao's growth potential is supported by its huge number of visitors every year, with more than 35 million visitors in 2018. The Heritage Foundation report on the "Index of Economy Freedom" in 2019 rated Macao's economy as "mostly free". In the Asia-Pacific region, Macao is ranked 9<sup>th</sup> out of 43 economies.

澳門的地理位置優越，亦與葡語國家/地區緊密聯繫，有助把業務拓展至國際市場。

In addition to advantageous geographic location, Macao has strong connection with Portuguese-speaking Countries/Regions, making it an ideal platform for companies to expand their brands into international market.

澳門位處經濟發展蓬勃的泛珠三角地區以及粵港澳大灣區，是進軍龐大市場的起步點。

Located in the Pan-Pearl River Delta Region and the Guangdong-Hong Kong-Macao Greater Bay Area, Macao is the starting point to enter the booming market.

# 多元化活動

## DIVERSIFIED ACTIVITIES

MFE集**展覽、論壇及研討會、商業配對及推介會**為一體，成為協助企業拓展商機的理想平台。今屆精彩活動包括：

MFE continues to offer a wide range of vibrant activities, including **exhibition, forum and seminar, business matching session** as well as **promotional seminar**, crafting an ideal platform for business expansion. Major activities of this year include:

## 展覽 Exhibition

展示特許經營、連鎖加盟及品牌代理產品，包括餐飲、零售、商貿服務、教育、休閒娛樂、金融、地產、時裝及飾品、顧問服務，以及品牌代理等領域，並配合其他配套展示（如：融資、商舖租賃、市場推廣、顧問等）。

Various franchise brands and franchise products, including food and beverage, retail, business services, education, entertainment, finance, real estate, fashion and accessories, consulting services, brand agency, together with related services provided from financing, shop leasing, marketing promotion, and consulting services.

廣受歡迎的「**美食街**」載譽歸來並增加「**環球餐飲品牌薈萃**」，提供亞洲風味小吃和飲料，從傳統品牌到嶄新品牌均一應俱全；而精心打造的全新展區「**美酒佳餚專區**」匯聚高端品牌，不但豐富參觀人士的餐飲美食體驗，而且有效開拓有潛力的市場。

The well received **Gourmet Avenue** makes a welcome return with an expanded "**Global Food Brands Gallery**". From traditional brands to young brands, the zone offers popular Asian treats and drinks. The brand-new "**Wine and Gourmet Zone**", which showcases premium brands, is delicately crafted to enrich participants' foodie experience and create opportunities for brands to tap into potential markets effectively.

## 論壇及研討會 Forum and Seminar

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。

Franchise industry and association leaders, enterprisers and investors, senior management and experts from different countries and regions will be invited as guest speakers to share market profiles and development trends.

## 商業配對 Business Matching Session (bm.ipim.gov.mo)

澳門貿易投資促進局特設「**網上商業配對服務平台**」，為海外及本地展商及買家提供自助化商業配對洽談服務。用戶可免費使用自助配對功能，提供或尋找合作項目，自行於展會期間安排會面時間及使用排程功能。

Macao Trade and Investment Promotion Institute has developed the "Online Business Matching Service Platform" to local and overseas exhibitors and buyers to enjoy automated business matching services. Through this platform, registered users will be able to publicize or look for projects, screen possible matching projects, and pre-arrange meetings with interested parties and arrange a preliminary meeting schedule.

## 推介會 Promotional Seminar

由參展商推介其特許經營品牌。

Exhibitors will get an exclusive opportunity to promote their brands.



2018MFE  
數據FIGURES

超過150個參展商，逾200個展位  
More than 150 exhibitors set up over 200 booths

來自10個國家和地區  
From 10 countries and regions

專業觀眾入場逾6,000人次  
Over 6,000 trade visitors



## 粵澳名優商品展

2019MFE將繼續與「粵澳名優商品展」同期舉行，發揮協同效應。去年展銷會吸引超過80,000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。

2019MFE will be held concurrently with the "Guangdong & Macao Branded Products Fair", which is one of the most popular annual events that successfully attracted over 80,000 visits from the public and tourists last year. It is a golden opportunity for you to further promote your brand.

# MFE成效顯著

REMARKABLE RESULTS OF MFE

## 2018MFE 參展商反饋 EXHIBITORS' FEEDBACK

### 中國 China

廣州市罡名電子商務有限公司 Guangzhou Gangming E-Commerce. Co., Ltd.

成功推廣公司品牌，透過展會對澳門市場有更深的了解。是次參展MFE亦與澳門協會交流變得更加密切。

We successfully promoted our brand and learnt more about Macao market through MFE. Also, our communication with the Macao association has become closer.

### 香港 Hong Kong

丸茶手作(香港)有限公司 Bubble Tea Work (Hong Kong) Limited

美食街給予品牌極大幫助，在展會期間詢問度熱烈，並在展會現場成功簽了加盟商，達成合作關係。

The Gourmet Avenue greatly helped the brand and we received numerous inquiries during the exhibition. We even established franchise co-operation on-site at this event.

### 澳門 Macao

澳門蛋撻王集團有限公司 Macau Egg Tart King Group Limited

收到很多採購諮詢，成功推出品牌，找到國內有意加盟其產品及品牌的公司。

We received a lot of purchasing inquiries, successfully launched the brand and found companies interested in franchising the brand in Mainland China.

## 參展費用 EXHIBITION FEES

於2019年5月31日前報名可享八五折優惠! Register on or before 31 May 2019 to enjoy 15% discount!

標準展位 Standard Booth (9平方米 9m <sup>2</sup> )		租用光地 Raw Space (最少18平方米 Minimum 18m <sup>2</sup> )	
早鳥計劃 Early Bird Rate	澳門幣 MOP 8,500 / 美元USD 1,060	早鳥計劃 Early Bird Rate	澳門幣 MOP 680 / 美元USD 85 (每平方米 Per m <sup>2</sup> )
標準費用 Standard Rate	澳門幣 MOP 10,000 / 美元USD 1,250	標準費用 Standard Rate	澳門幣 MOP 800 / 美元USD 100 (每平方米 Per m <sup>2</sup> )

## 國際及本地知名品牌雲集MFE INTERNATIONAL AND LOCAL BRANDS GATHER AT MFE

