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The International Exhibition on Entrepreneurship
for the Hospitality and Retail Industries

1 - 3 October 2009

Saigon Exhibition & Convention Center
Ho Chi Minh City, Vietnam

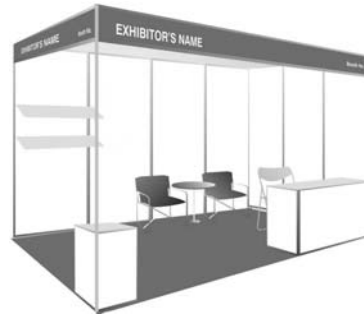
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Space Rental

*(Rent this space to build your own stand,
carpet not included)*

SGD 480 per sqm



Space Rental + Standard Package

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REPLY FORM

Book a stand now! Fax your reply to **+65 6276 1206** or
+44 20 7840 2111

Yes! I am interested in:

- Exhibiting.** Please reserve _____ sqm for my company. (min. 9 sqm)
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Name:		Job Title:	
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Or Attach Your Business Card

For more information on exhibiting at FranchisingVietnam2009,
contact your nearest Allworld Alliance office:

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Singapore Exhibition Services Pte Ltd

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Contact: Ms. Ting Siew Mui

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Vietchamexpo is one of Vietnam's leading organisers of trade shows and promotional activities, with an outstanding reputation in marketing services.

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Singapore Exhibition Services (SES), a member of Allworld Exhibitions Alliance, is Asia's top organiser of trade events with a diverse portfolio of exhibitions and conferences.

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About The Organisers

Located in the heart of Phu My Hung New City, SECC will be the largest, the most modern exhibition and convention center in the south of Vietnam. SECC is only 15 minutes from the centre of Ho Chi Minh City, 30 minutes from Tan Son That International Airport.

Saigon Exhibition & Convention Center (SECC)

799 Nguyen Van Linh Parkway, Tan Phu Ward, District 7
Ho Chi Minh City, Vietnam



About The Venue

FRANCHISING VIETNAM 2009

The International Exhibition on Entrepreneurship for the Hospitality and Retail Industries

Opportunities to Establish Brands in Vietnam

1 - 3 October 2009

Saigon Exhibition & Convention Center
Ho Chi Minh City, Vietnam

www.franchisingvietnam.com

Held alongside:



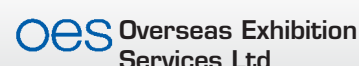
Organiser:



Local Organiser:



Worldwide Associate:



Held alongside the successful Food&HotelVietnam trade event,



will connect you with trade professionals who are principal decision makers in the rapidly expanding franchising industry.

Leverage on:

• **Progressive Growth of the Vietnam Economy**

Given the achievements over the past 20 years as well as their recent entry to WTO, Vietnam is a big recipient of FDI. The hospitality industry accounts for over 70% of the total implemented FDI capital. Total retail sales of goods and services across Vietnam experience an on year increase of 22.9% in 2007. (Source: *Intellasia and Vietnam Business Forum*)

• **The Flourishing Franchise Market**

According to global franchisers, Vietnam has all the hallmarks of a franchise haven such as a young market, high economic growth and a stable political system. (Source: *Thanh Nien News*)

• **The Booming Retail Sector**

Fast food giants such as Kentucky Fried Chicken and Pizza Hut are quickly expanding in Vietnam capitalising on the fast-changing lifestyles of the consumers. Supermarket projects have been among some of the most successful projects in recent years with Metro and Big C/Bourbon operating in major cities in Vietnam. (Source: *Tilleke & Gibbins Consultants Ltd*)

• **The Professionalism and Expertise of the Organiser**

As the Organiser of Vietnam's most international food and hospitality trade event – Food&HotelVietnam, Singapore Exhibition Services strives to deliver quality buyers for your investments needs.

Exhibiting at FranchisingVietnam2009 Will Increase Your Market Share and Gain Exposure in the Robust Franchising Industry in Vietnam. International Exhibiting Companies Participate in FranchisingVietnam2009 from the following sectors:

- Accounting
- Cleaning Services
- Convenience / Chain Stores
- Courier / Delivery Services
- Fast Food / Pubs / Restaurants / Catering
- Food & Beverage
- Health & Fitness
- Hospital Management & Medical Services
- Hotel / Motels
- IT Services
- Laundry / Dry Cleaning
- Locks & Keys Services
- Other Retail Services
- Photography & Photo Processing
- Printing / Copying / Publishing Services
- Spa Services



Network and Initiate Business Deals with Trade Professionals and Entrepreneurs at Vietnam's Premier Franchising Trade Event

- Accountants
- Bankers
- Business Developers
- Corporate Management (Chairman, CEO, Director, Sole Proprietor)
- Entrepreneurs
- F&B Consultants
- F&B Operators
- Government Executives
- Investment Consultants
- Investors
- Property Developers
- Retailers
- Small/Medium-sized Enterprises
- Venture Capitalists

