**Macao Franchise Expo 2015 (2015MFE)  
" Forum on Chain and Franchise Business Opportunities of International Brands "  
Press release  
2015-07-03**

The“Forum on Chain and Franchise Business Opportunities of International Brands” will be held on 3 July 2015, on the opening day of 2015MFE, at Naples Room, the Venetian Macao-Resort-Hotel. The forum is held under the themes “Starting Business for International Market” and “Practicalities of Starting Franchising Business”. Experts and senior management of international franchising associations and enterprises, as well as young entrepreneurs from around the world are invited to share their experience and insights on starting a franchising business. The Forum aims to encourage local brands to go global, enable SMEs to enhance their brand images and promote corporate culture, and create more opportunities for young business starters.

**Starting Business for International Market**

The Forum will be divided into two sessions. The first session is chaired by Mr. Kevin Ho, Vice Chairman of the Council Board of Macao International Brand Enterprise Commercial Association.. He will hold a discussion with industry association leaders from Japan, Portugal, South Korea, Taiwan, as well as the Marketing Director of Délifrance, the well-known chain restaurant, to share brand development process and their entrepreneurial strategies.

**Practicalities of Starting Franchising Business**

The second session is chaired by Mr. Jaman Wong, President of Macau Chain Stores and Franchise Association. . He will share the success stories in franchising and brand development with a number of local brand agents and young entrepreneurs. It will provide an interactive discussion platform for local young entrepreneurs and young business starters to explore business opportunities in Macao and how to reduce business risks in entrepreneurship.

The Forum is conducted in Cantonese, English, Mandarin, Japanese, Korean and Portuguese with simultaneous interpretation service. All are welcome to participate (in particular young entrepreneurs and young business starters). For registration and enquiries, please call: +853 87989 127; fax: 2872 8208; e-mail: [ipimpcom@ipim.gov.mo](mailto:ipimpcom@ipim.gov.mo).

For more information on guest speakers and forum schedule, please visit the official website: <http://www.mfe.mo/>.