



The 22<sup>nd</sup> Thailand Franchise & Business Opportunities 2026 (TFBO)

4-7 JUNE 2026  
EH102 BITEC, BANGKOK

Your Gateway to Southeast Asia's  
Fastest-Growing Franchise Market

Join the most powerful franchise platform  
in ASEAN – Thailand Franchise & Business  
Opportunities (TFBO), now in its 22nd edition!

Meet over 12,000 serious franchise buyers, investors,  
and master franchisees across 4 action-packed days  
in Bangkok, the heart of Thailand's booming  
consumer economy.



**Franchise Beyond Limits**

## Why Thailand? Why Now?

- 1** Franchise market value in 2024:  
THB 300+ billion (~USD 8.5 billion)
- 2** Growing at an average of 10% per year
- 3** More new international franchise brands  
enter the Thai market every year.
- 4** Over 660 franchise brands and 95,000+  
outlets nationwide
- 5** High demand for international brands  
across all categories
- 6** Highest number of international franchise  
brands in ASEAN
- 7** Supported by public & private sector  
policies to attract foreign franchise  
investments



**BOOK YOUR  
BOOTH NOW**

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## Thailand: A Strategic Hub

-  Gateway to CLMV markets (Cambodia, Laos, Myanmar, Vietnam)
-  Expanding middle class and high consumer spending
-  Thai entrepreneurs are actively seeking foreign franchise opportunities
-  Proven success for global brands in food, beverage, education, service, and retail



## Target Visitors:

# 12,000

investors, franchisees, and entrepreneurs

## Exhibitors:



150+ leading franchise brands from 10+ countries



## Exhibitor Benefits:



Direct access to qualified buyers & investors



One-on-one Business Matching



Live exposure in Franchise Pitching Sessions



Brand visibility through TFBO's regional marketing campaigns



Connections with master franchisees and area developers

**Strong visitor and investor database over the past two decades**

## Engage in High-Impact Activities at TFBO 2026

TFBO isn't just an exhibition – it's an immersive experience designed to educate, inspire, and connect investors with the right franchise opportunities. Here's what awaits you and your prospective investors.

### 1 INVESTOR READINESS WEBINARS

Gain essential knowledge and confidence before investing in a franchise. These online sessions help prepare attendees for success.

### 2 FRANCHISE WORKSHOP

A powerful training course designed to develop professional franchise entrepreneurs with real-world business acumen.

### 3 FRANCHISE BUSINESS TALKS

Exclusive panel discussions and deep-dive sessions with franchise experts, mentors, and successful brand founders.

### TOP SECTORS REPRESENTED



Food & Beverage



Health & Wellness



Tech & Digital Services



Vending & Laundry (Automation)



Retail



Fashion



Education and self development



Beauty & Health



Services & More



### TECHNOLOGY FOR FRANCHISE GROWTH

Special training on how to leverage digital tools and innovations to scale and modernize your franchise in the digital era.



### FRANCHISE BUSINESS CLINIC

Personalized consultation sessions with leading franchise consultants – providing actionable insights for sustainable growth.



### BUSINESS MATCHING PROGRAM

Targeted 1-on-1 matchmaking sessions that connect international brands with local investors, master franchisees, and strategic partners.

These dynamic activities create a complete ecosystem for learning, networking, and launching franchise expansion in Thailand and across ASEAN.



## Who Should Exhibit?



## Visitor Profiles:



**Potential Franchisees & Investors:** Individuals and groups seeking franchise opportunities and investments in diverse industries.



**Business Owners & Entrepreneurs:** Those looking to diversify their portfolio or expand their current business through franchising.



**Corporate Executives & Decision-Makers:** Professionals interested in new business ventures and partnerships.



**Industry Professionals & Experts:** Consultants, analysts, and advisors looking to engage with the franchise community.



## Exhibitor's Testimonial



**Andrew Lim**

**Head of global Business  
GOPIZZA Global HQ**

"I highly recommend TFBO to other Korean brands and franchise owners looking for growth opportunities."



**Yupin Chaivikrai**

**Chief Executive Officer of  
You & I Group Co., Ltd.,**

"TFBO left a strong impression from our very first participation. The vibrant atmosphere and abundance of opportunities to meet investors, business owners, and franchisees made it truly worthwhile."



**Sirintra Tiyaroj**

**Senior Franchise  
Acquisition Manager  
Central Food Retail Co., Ltd.  
(Tops Daily)**

"We're truly pleased to be part of TFBO. It's a great opportunity to meet serious investors, with over 7,000 attendees every year. TFBO is a gateway that truly opens doors to franchise expansion."



**Hadennara Choi**

**Deputy Director of  
Food Business Promotion  
Office Food Company  
Support Dept.  
aT Korea Agro-Fisheries  
& Food Trade Corporation**

"For those seeking to expand globally or enter Thailand specifically, I strongly encourage you to attend TFBO and seize the opportunity to assess your global competitiveness."



**Veronica Linda  
Purnamarth**

**Commissioner of International  
Relations Indonesian  
Franchise Association**

"I would strongly recommend TFBO as the main platform for entering the Thai market. The exhibition grows bigger every year."



**Troy Franklin**

**Managing Partner  
World Franchise Associates**

"If you want to come to Thailand and you're looking to exhibit, then obviously TFBO is a great venue to do so, to find potential franchisees."



## POST SHOW REPORT

### TFBO STATISTICS 2025

OVER ALL VISITORS:

**10,515**



THAIS: **10,207**

OVERSEAS: **308**

COUNTRIES: **44**

### JOB FUNCTIONS:



Business Owner



Company Employee



CEO / MD / Director / GM



Sales Manager



Consultant



Business Development & Marketing Manager



Existing Franchisor / Franchisee



Procurement Manager / Buyer



Accounts & Finance Manager

### TOP 10 INTERNATIONAL VISITORS:



**CHINA**



**MALAYSIA**



**LAOS**



**MYANMAR**



**SINGAPORE**



**INDIA**



**INDONESIA**



**KOREA**



**JAPAN**



**AUSTRALIA**

### FRANCHISE OF INTERESTS:



Food & Beverage



Laundromat



Coffee / Bakery



Retail



Service



Vending Machines



IT & Entertainments



Beauty & Spa



Education & Self improvement



Printing Technology



Gems / Jewelry

### PURPOSE OF VISIT:

Explore New Opportunities **48%**

Buy First Franchise **28%**

Evaluate the show for future participation **16%**

Buy More Franchise **7%**

Buy Master Franchise **3%**