



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



Education and self development



Tech & Digital Services



Vending & Laundry (Automation)



Beauty & Health



Retail



Fashion



Services & More

4

### TECHNOLOGY FOR FRANCHISE GROWTH

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

5

### FRANCHISE BUSINESS CLINIC

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

6

### 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?



### Franchise Brands:

Showcase your franchise model to potential franchisees and partners.



### Investors & Financial Institutions:

Explore lucrative franchise investment opportunities.



### Suppliers & Service Providers:

Offer your products and services to franchise brands and entrepreneurs.



### Government & Trade Associations:

Engage with the franchise community and promote trade and investment policies.



### Consultants & Advisors:

Provide expert guidance on franchise development and expansion.



### Bank & Financial:

offer loan or financial business package

## 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 Tiyaeraj**

**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**

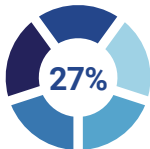
📍 COUNTRIES: **44**

### JOB FUNCTIONS:

### TOP 10 INTERNATIONAL VISITORS:



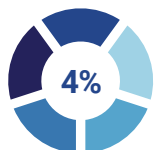
Business Owner



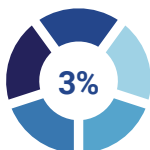
Company Employee



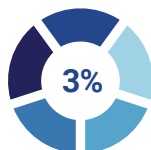
CEO / MD / Director / GM



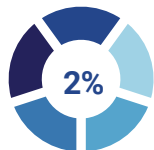
Sales Manager



Consultant



Business Development & Marketing Manager



Existing Franchisor / Franchisee



Procurement Manager / Buyer



Accounts & Finance Manager



CHINA

21%



MALAYSIA

17%



LAOS

12%



MYANMAR

9%



SINGAPORE

8%



INDIA

8%



INDONESIA

7%



KOREA

7%



JAPAN

6%



AUSTRALIA

5%

### FRANCHISE OF INTERESTS:

### PURPOSE OF VISIT:



Food & Beverage



Laundromat



Coffee / Bakery



Retail



Service



Vending Machines



IT & Entertainments



Beauty & Spa



Education & Self improvement



Printing Technology



Gems / Jewelry

Explore New Opportunities **48%**

Buy First Franchise **28%**

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

Buy More Franchise **7%**

Buy Master Franchise **3%**