



FRANCHISE & LICENSING CAMBODIA

The 1st International Franchise & Licensing Exhibition

**Koh Pich (Diamond Island) Convention and Exhibition Center
Phnom Penh, Cambodia
4 – 6 May 2017**



WHY CAMBODIA?

1. Political stability

Prime minister (under 60) has held power since 1985

Several key ministers are also long-serving and experienced

2. Advantageous location

Neighboring Thailand and Vietnam both larger and more developed economies.
Land trade and economic spill over effect from the 2 countries.

Along the Gulf of Thailand providing the country with ease-of-access to maritime trade

3. Favorable investment climate

100% foreign ownership, except land (99-year land leases)

Attractive investment incentives

Open capital account; easy repatriation of profits

Government-Private Sector Forum helps reduce obstacles and inefficiencies

4. Work Force

One of the lowest cost workforces in the region

Huge young labor force

Improving literacy and educational standards

5. Improved Infrastructure

Roads: Upgrading and improvements on roads linking Cambodia to Thailand

Railroad: system is being upgraded

Sea port: Expansion and modernization of Sihanoukville Container Port

River port: in Phnom Penh is being relocated and enlarged to better access

Airports: have been opened

6. Dollarized Economy

7. Banks and Financial institutions

Over 40 licensed banks with many foreign owned banks from Singapore, Thailand, Malaysia, Australia, Vietnam, Taiwan, Japan, Korea, China ...

8. International Retail and Fashion Malls

- AEON Mall Phnom Penh (2014) (100,000 sqm)
- Parkson Mall Phnom Penh (expected 2017)
- Exchange Square Phnom Penh (expected 2017)
- AEON Mall Toul Kork (expected 2018)
- Lion City by Parkson (expected 2018)

9. Property Boom

Growth in property market in residential developments since 2012.

10. Growing domestic consumer market

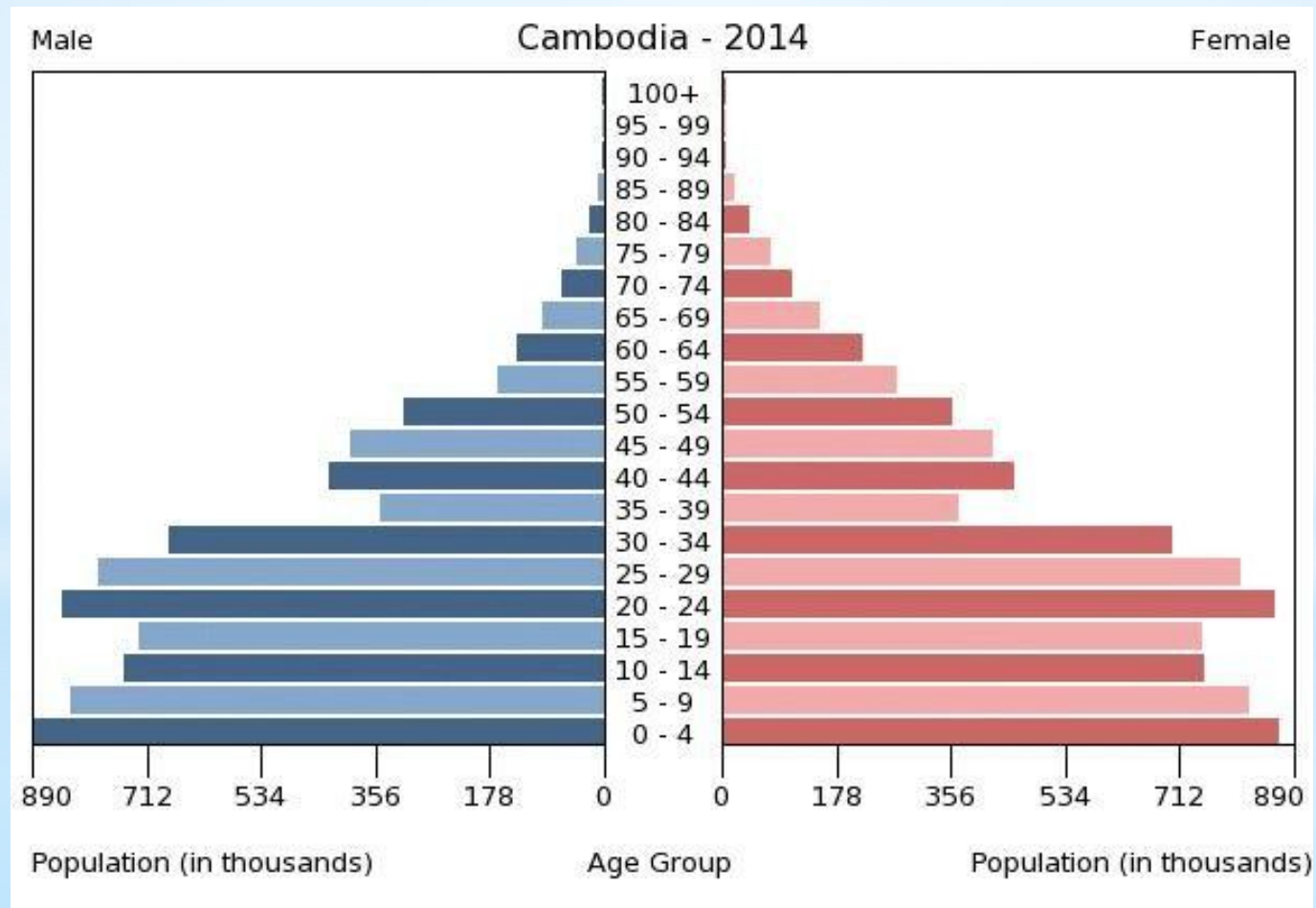
Population of 16 million, 50% under 24 years of age

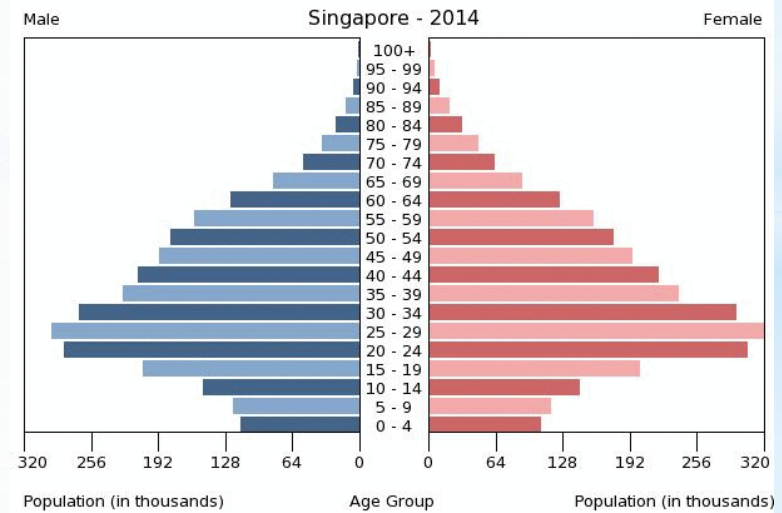
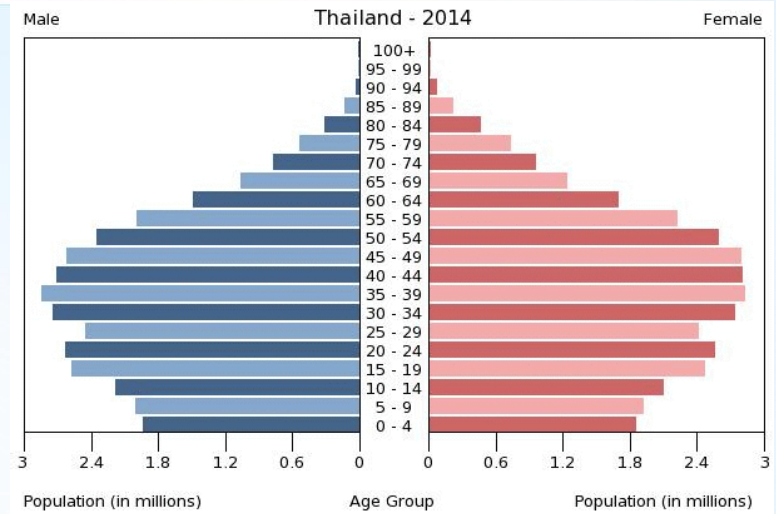
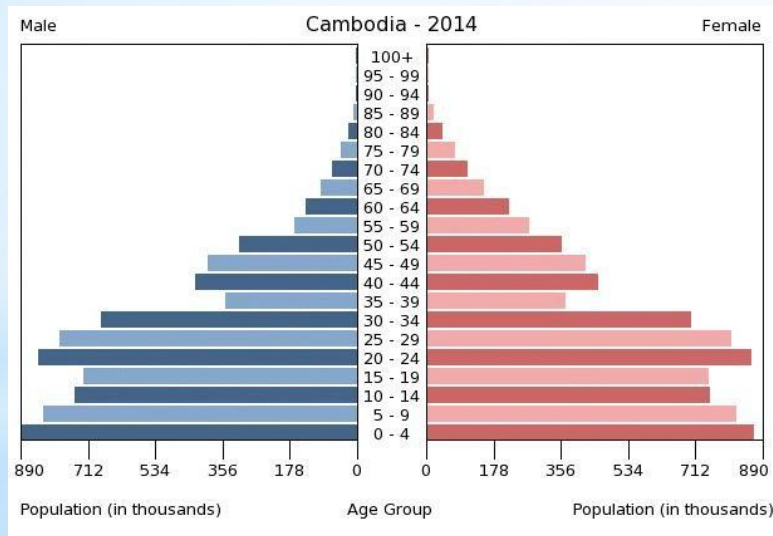
Workforce participation, household formation, and urbanization will all show robust growth over the next decade

Per capita GDP and purchasing power has more than doubled over the past decade and will continue to rise

Emerging import substitution opportunities in various industries

11. Population potential





FOREIGN BRANDS ENTERING CAMBODIA?

FRANCHISE GROWTH IN CAMBODIA

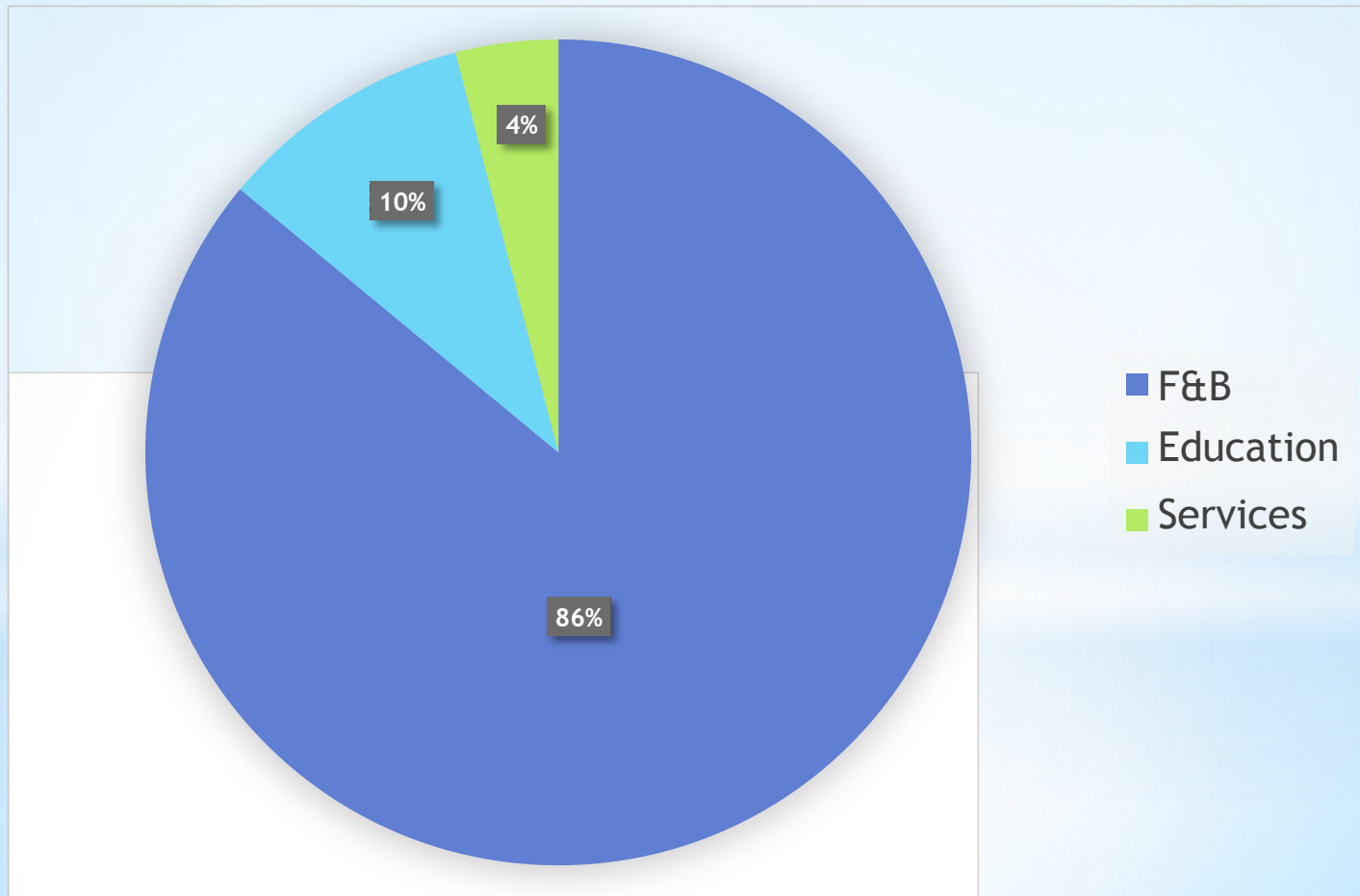
Brand	Origin	Category	Commencement
Boost Juice	Australia	F&B	2015
Cold Stones	Australia	F&B	2016
Desert Story	Australia	F&B	2016
Stonegrill	Australia	F&B	2012
Gloria Jeans	Australia	F&B	2009
Costa	Britain	F&B	2012
Learning Jungle	Canada	Education	2014
Sarpino's Pizza	Canada	F&B	2011
Eric Kayser	France	F&B	2014
Ajisen Ramen	Japan	F&B	2014
Beard Papa	Japan	F&B	2014
Honda Sushi	Japan	F&B	2014
Marugame Udon	Japan	F&B	2015
Momo paradise	Japan	F&B	2016
Pepper Lunch	Japan	F&B	2015
The Matchart Café	Japan	F&B	2015
Watami	Japan	F&B	2014
Yoshinoya	Japan	F&B	2013
Gyu-kaku	Japan	F&B	2016

Uraetei	Japan	F&B	2012
BBQ chicken	Korea	F&B	2010
BeK desert	Korean	F&B	2016
Bonchon	Korean	F&B	2015
Cafe Bene	Korean	F&B	2013
Kyochon	Korean	F&B	2015
LoNeria	Korean	F&B	2014
Tous Le Jours	Korean	F&B	2012
Big Apple Donut	Malaysia	F&B	2015
Burger Lab	Malaysia	F&B	2014
Global Art	Malaysia	Educa8on	2012
Secret Recipe	Malaysia	F&B	2013
The Ming Room	Malaysia	F&B	2014
Artease	Singapore	F&B	2014
Bread Talk	Singapore	F&B	2015
Cambridge CDC	Singapore	Educa8on	2009
Character Montessorri	Singapore	Educa8on	2013
EtonHouse	Singapore	Educa8on	2012
Fat Boy Burger	Singapore	F&B	2015
Fish and Co	Singapore	F&B	2012

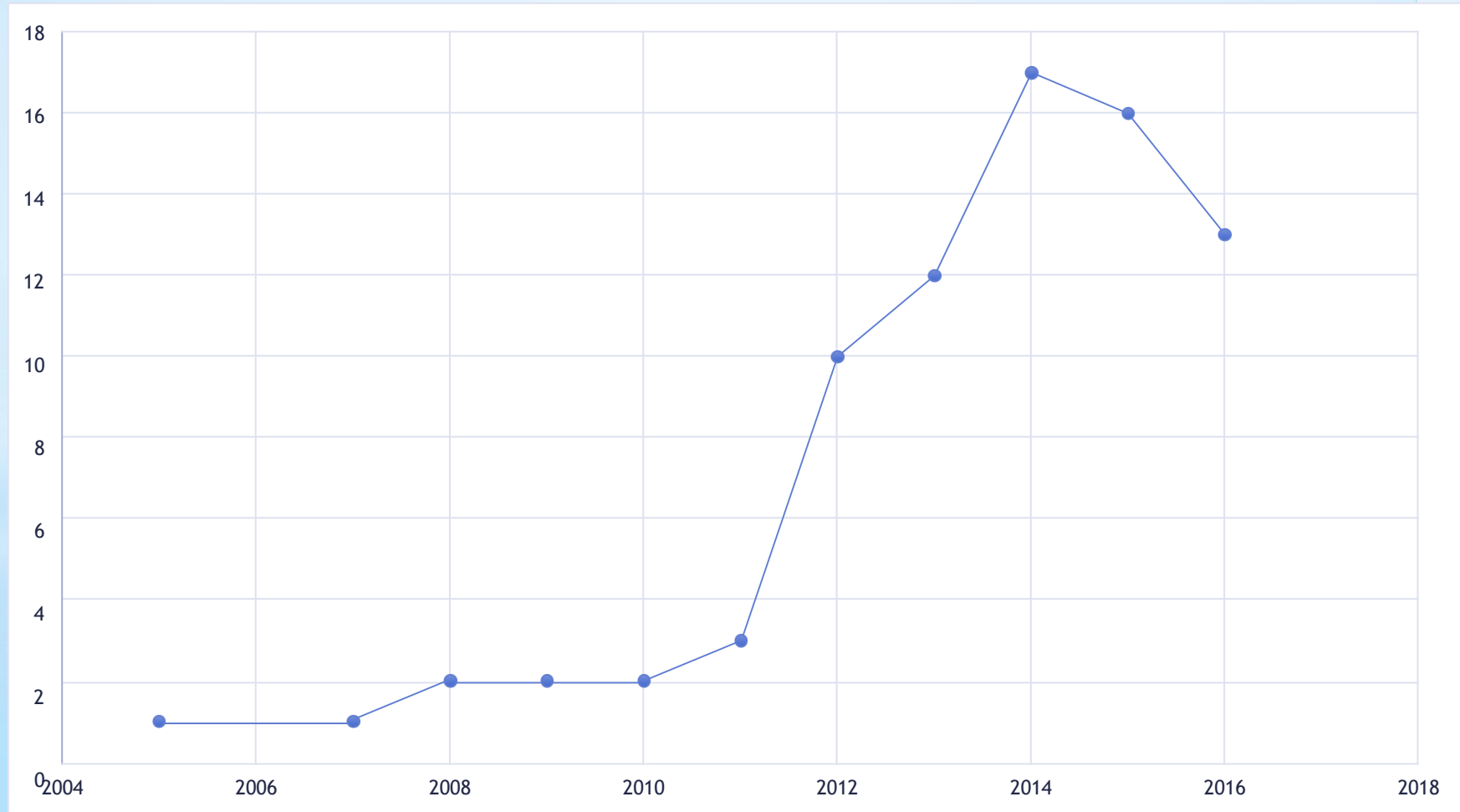
Gelang Lor 9	Singapore	F&B	2012
Kinderland	Singapore	Educa8on	2016
Kinderland	Singapore	Educa8on	2016
Pasta Mania	Singapore	F&B	2016
Raffles Montesorri	Singapore	Educa8on	2011
Sushi Teh	Singapore	F&B	2015
The Asian Kitchen	Singapore	F&B	2013
TWG	Singapore	F&B	2014
Llao Llao	Spain	F&B	2015
ChaTime bubble tea	Taiwan	F&B	2013
Gong Cha	Taiwan	F&B	2013
Koi Bubble Tea	Taiwan	F&B	2013
Teaplust Bubble Tea	Taiwan	F&B	2016
Fuji Japanese Restaurant	Thailand	F&B	2016
Pizza Company	Thailand	F&B	2005
S&P	Thailand	F&B	2014
Yunan Restaurant	Thailand	F&B	2015
Amazon Café	Thailand	F&B	2013
Doi Chaang Coffee	Thailand	F&B	2015
Black Canyon	Thailand	F&B	2014

Coffee Today	Thailand	F&B	2015
True Coffee	Thailand	F&B	2011
WuUsak	Thailand	Services	2012
Toni and Guys	UK	Services	2014
Burger King	USA	F&B	2013
Carl Juniors	USA	F&B	2016
Century 21	USA	Services	2014
Coffee Bean	USA	F&B	2013
Diary Queen	USA	F&B	2012
Dominos Pizza	USA	F&B	2015
Hard Rock Café	USA	F&B	2014
Kenny Rogers	USA	F&B	2014
KFC	USA	F&B	2008
Krispy Kreme	USA	F&B	2016
Starbucks	USA	F&B	2016
Swensen Ice Cream	USA	F&B	2007
Ganh	Vietnam	F&B	2015
Hoang Yen	Vietnam	F&B	2015
Ngon	Vietnam	F&B	2010
Pho 24	Vietnam	F&B	2008
Sushi Bar	Vietnam	F&B	2013

FRANCHISE BUSINESS BY CATEGORY



FRANCHISES ENTERING CAMBODIA



FRANCHISES BY ORIGIN

