

FYI: Franchising & Licensing x Japan

## Accelerating Biz Intl Through Franchising and Licensing

### In this Episode Brief,

We recap the latest insights on franchising and licensing in Singapore and Japan shared during the **FYI Japan: Accelerating Biz Intl Through Franchising and Licensing** webinar held on **25 May 2021** with close to **170 attendees**.

COVID-19 has accelerated the need for national and regional franchise brands to market locally as well as internationally. Given the prevalence of franchising within the interstate, national, and international scope of numerous franchise networks today, companies need to continue to go international to achieve long term and sustainable business growth.

### Franchising and Licensing Landscape in Singapore and Japan

- According to the Japan Franchise Association (JFA), more than 1,300 franchises exist within Japan, comprising of 263,000 individual locations which generate USD260 billion-dollar franchise market.
- With the government's pro-active policies towards franchising and licensing, companies can tap on Singapore's strong intellectual property infrastructure, strategic accessibility and conducive business environment as a springboard for their venture into the country.
- Japan's current system of supporting services including franchise capability development, established legal ecosystem as well as robust intellectual property infrastructure, companies that possess competitive advantages can consider Japan to establish a reliable base which they can access regional opportunities.

### Growing a Business with Franchising and Licensing



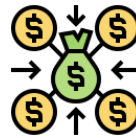
#### Scaling Capabilities

Fastest growing forms of international business activity and effective business model for internationalisation



#### Expansion of International Footprint

Branch out into new markets, connect with a larger consumer base and achieve long-term success with your venture



#### Diversify Revenue Streams

International markets present growth opportunities that develop in the interests of diversification as well as growth of market share

This FYI Brief distills the best of the conversations held in the FYI Episode of 25 May 2021 with the following distinguished speakers:

**Mr Darius Lim**  
Assistant CEO, Singapore Business Federation

**Mr Albert Kong**  
CEO, Asiawide Franchise Consultants

**Mr Andrew Tjioe**  
President and CEO, Tung Lok Group

**Mr Takahashi Kenichi**  
Executive Chairman and CEO, Japan Foods Holding



For more information or assistance, do not hesitate to connect with **Ms Alaxys Liu** at [alaxys.liu@sbf.org.sg](mailto:alaxys.liu@sbf.org.sg)



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*FYIstival: The Japan Edition runs from May to June 2021, at: [www.fyistival.com/japan](http://www.fyistival.com/japan)*