

Malezya Dış Ticaret Geliştirme Kurulu (MATRADE) tarafından Kurulumuza iletilen yazıda, 15-18 Ekim 2015 tarihleri arasında DEİK kurucu kuruluşu UFRAD tarafından İstanbul CNR Expo Fuar Merkezi'nde **'13th Franchising&Brand Dealership Trade Fair'** düzenleneceği bildirilmektedir.

Malezya İç Ticaret ve Tüketici İşleri Bakanı Sayın Dato' Hamzah Zainudin'ın katılımlarıyla, 15 Ekim 2015 Perşembe günü saat 11:00'de Fuar Açılışı ve saat 13:30'da CNR Expo Hall 5'te Malezya Franchise Derneği-UFRAD MOU İmza Töreni yapılacaktır.

Bu çerçevede, Malezya Dış Ticaret Geliştirme Kurulu (MATRADE) ve Ulusal Franchise Derneği (UFRAD) organizasyonu ve DEİK işbirliğinde, Türkiye ile Malezya arasındaki işbirliğinin geliştirilmesine yönelik 15 Ekim 2015 Perşembe günü 14:00-16:30 saatleri arasında WOW Hotels & Convention Center İstanbul'da **'Türkiye-Malezya Yuvarlak Masa Toplantısı'** ve ikili iş görüşmeleri düzenlenecektir.

Etkinliğe katılım sağlayan Malezyalı iş adamlarının listesi ekte yer almakta olup, kayıt için <http://portal.deik.org.tr/KatilimFormu/111/5526> linkinde yer alan online başvuru formunun doldurulması rica olunur. Söz konusu etkinliğin üyelerinize duyurularak katılımlarının teşvik edilmesi hususunu görüşlerinize arz ederim.

**BE MY DEALER? : 13<sup>TH</sup> FRANCHISING & BRAND DEALERSHIP TRADE FAIR,  
CNR EXPO CENTRE, ISTANBUL, 15-18 OCTOBER 2015  
LIST OF MALAYSIAN DELEGATION**

No.	Full Name	Name on Badge	Position
1.	Dato' Hamzah Zainudin	Dato' Hamzah	Minister of Domestic Trade, Cooperatives & Consumerism
2.	Dato' Basaruddin Sadali	Dato' Basaruddin	Deputy Secretary General
3.	Dato' Syed Kamarulzaman Khodki Shahabudin	Dato' Syed Kamarulzaman	Managing Director, PNS
4.	Dato' Mohd Zaim Abu Hasan	Dato' Mohd Zaim	Board of Director, PNS
5.	Khuzairi Yahaya	Khuzairi	Deputy Chief Executive Officer, SSM
6.	Mohd Shahar Osman	Shahar	Deputy Director General, MyIPO
7.	Dr. Mokhrazinim Moktar*	Dr. Mokhrazinim	General Manager, RMS Sdn. Bhd.
8.	Datuk Mohd Latip Sarrugi	Datuk Latip	Chairman, Malaysian Franchise Association (MFA)
9.	Spouse of Dato' Basaruddin*		
10.	Spouse of Dato' Mohd Zaim*		
11.	Idzham Ab. Hamid	Idzham	Director, Malaysia Trade Development Corporation (MATRADE)
12.	Faizul Arby Mohd Shohor	Faizul Arby	Special Officer for Minister
13.	Arifin Tobias	Arifin	Special Officer for Minister
14.	Ismainur Hadi Amat Bakeron	Ismainur	Senior Principal Assistant Director, MDTCC
15.	Afkhar Razi Mohamed@Ariffin	Afkhar Razi	Principal Assistant Director, MDTCC
13.	Hisalmizan Mat Kimi	Hisalmizan	Senior Assistant Director, MDTCC
14.	Faizal Khan Jaafar	Faizal Khan	Assistant Director, MATRADE
15.	Sharulmizan Rahmat	Sharulmizan	Executive Officer, PNS
16.	Nik Nurliana Nik Hamid	Nik Nurliana	Executive Officer, PNS
17.	Mohamad Shahren Mohamad Yusri	Shahren	Head of Corporate Communication, SSM
18.	Hairul Adhar Ramli	Hairul Adhar	Executive Officer, SSM
19.	Jamilah Kamaruddin	Jamilah	Head of Corporate Communication, MyIPO
20.	Mohd Khairul Fadzli	Fadzli	Executive Officer, MyIPO
21.	Mustaffa Mat Arof	Mustaffa	General Manager, MFA

LIST OF MALAYSIA EXHIBITORS

DETAIL FOR BUSINESS MATCHING

No.	Company's name & Address	Brand	PIC	Company's Detail
1.	<p><b>QubahEmasSdn. Bhd.</b>                      Blok D-003, 003A, 005, 006, 007                      Vista Shop, Jalan PJU 10/3D,                      DamansaraDaimai, 47830 Petaling                      Jaya, Selangor, Malaysia</p>	<p>Adan Laundry</p>	<p>Zamani Zakaria</p>	<p>We are looking for master franchisees who are interested in laundry services. Adan Laundry was certified ISO 9001:2008 Laundry Management System and registered as franchisor in 2013.</p>
2.	<p><b>Arjuna Village Sdn. Bhd.</b>                      9-2 Jln PJA 7/7a ,Mutiar                      Damansara ,47800 Petaling                      Jaya Selangor. Malaysia</p>	<p>Arjuna Village</p>	<p>Wan Arjunawan Wan                      Halim</p>	<p>In this business, we offer latest technology in laundry business and make Adan Laundry as a competitive brand in business.</p> <p>Looking for master franchisees intraditional Cuisine of Malaysia. Arjuna Village's concept is to bring back traditional cuisine to town with modern system while remaining the traditional taste and presentation.</p>
3.	<p><b>Coffee Lifestyle Sdn. Bhd.</b>                      91A, Jalan 8/1, Seksyen 8, 43650                      Bandar Baru Bangi, Selangor,                      Malaysia</p>	<p>Bangikopitiam</p>	<p>1. Mr. Christopher                      Tay</p>	<p>Bangikopitiam is actually translated as a Coffee Shop in Bangi town. The business is the brainchild of 4 childhood friends to rekindle the Malaysian lifestyle and culture in its unique cuisine of a melting pot of a multicultural and multiethnic society. This unique multitude of taste is experience by all Malaysians living in a rich heritage of sharing we called Muhibbah. The very Muhibbah nature we would like to capture in our franchise which we coined - "Muhibbah. Our Life, Our Culture. A Malaysian Heritage" is the tagline we used in the bangikopitiam business.</p> <p>We have expanded to Indonesia and within 3 years we have opened 67 outlets and we continuing the legacy to share our franchise business concept for global</p>

				<p>expansion. Serving hearty Malaysian meals, local coffee and tea in hot, cold and ice blended beverages, bread and sandwiches and not forgetting Western spread which we have adopted during the British colony days.</p> <p>Welcome to a unique taste of food experience in bangiKopitiam. More than just a coffee shop.</p>
4.	CIC International Incorporated	CIC	<ol style="list-style-type: none"> <li>1. Ms. Qutreen Nada Ahmad</li> <li>2. Mr. Azizi Ahmad</li> </ol>	<p>With a clear vision and mission to develop young leaders, CIC Enrichment centre or also known as Children Islamic Centre has grown to become a world class educational institution and the most reliable and trusted brand for the Muslim families.</p> <p>CIC aims to educate young learners to the highest academic standard in a safe, enjoyable, dynamic environment, balance with Islamic teachings and values that enable children to develop the highest potential in their intellectual, emotional and spiritual capabilities.</p> <p>CIC ensures that the children are prepared with the skills necessary to be successful. Through a dynamic learning culture, high thinking orientation and leadership exposure activities, every child has a great start and is advanced.</p> <p>Since CIC was founded in the year of 1997, there are continuously impressive achievements with 99% of the CIC's preschoolers entered the primary school with extra advantage and 80% sat at the top of the primary</p>

5.	<b>BrainChecker Global Group Sdn. Bhd.</b> No 77-2, JalanRadin Tengah, Taman Sri Petaling 57000 Kuala Lumpur, Malaysia	BrainChecker	<ol style="list-style-type: none"> <li>1. Mr. Chen Hai Beng</li> <li>2. Ms. LohAun Nee</li> </ol>	<p>school. CIC's enrichments have developed the children to be confident beyond the school.</p> <p>CIC offers 18 enrichment programs in 3 main categories, Preschool, Playschool and after school. CIC currently is available at 54 locations nationwide and growing. Led by CEO Founder, Qutren Nada Ahmad, CIC has 10 franchisees, more than 300 staff and over 4000 students who make CIC as the best place for early education.</p> <p>Currently, with the rapid development of our business, we strive to provide strong support in the form of resources centers throughout the country, with first-class technical and management professionals, excellent product quality, and rich practical experience. We aim to help our dealers achieve good economic and social benefits, with the help of our team of professionals, we strive to provide analysis of high accuracy and quality in order to accurately evaluate the Dermatoglyphics fingerprints. We also provide online value-added services, such as report printing, product information, after-sale services and follow up.</p> <p>Currently, the company has developed all over Malaysia and we have our eyes set on the global market. We plan to do so via extensive research to provide even better service and the extension of new products that are constantly being brought into our company.</p>
6.	<b>Cosry Wise (M) Sdn. Bhd.</b> No.4 JalanTelawi 5, BangsarBaru,	Cosry	<ol style="list-style-type: none"> <li>1. Mr. AriffQuasri</li> </ol>	<p>Cosry Wise (M) SdnBhd is the company behind the management of Cosry the Brand known to</p>

	59100, Kuala Lumpur, Malaysia			<p>customers in Malaysia for its intricate work on wedding dresses. Situated strategically at the centre of one of Malaysia's luxurious township Bangsar, Cosry is the amalgamation of Ariff Quasri; a trend savvy Malaysian entrepreneur and Putra Aziz, a designer of Indonesian birthright. Cosry sets itself apart from other designers with its one of a kind fusion of current fashion whilst blending in intricate classical styles. Since its debut in 2005, Cosry has garnered a position in the Malaysian fashion industry as a boutique that exudes elaborate and artistic designs coupled with strong and unique fashion edge. With its stylish and luxurious collection, and promoting the concept of second-to-none, each design is unique to its ever-discerning customers. Cosry has indeed caught the attention of many high profile clientele around South East Asia. This is not only due to its plush collection, but also its high level of customer service, attention to detail, superior art of workmanship and timely delivery.</p>
7.	<b>Marrybrown Sdn. Bhd.</b> No. 3, Jalan Dewani 3, Kawasan Perindustrian Dewani 81100 Johor Bahru, Malaysia	MarryBrown	<ol style="list-style-type: none"> <li>1. Datin Nancy Liew</li> <li>2. Mr. Kairul Azman</li> </ol>	<p>The award winning Marrybrown is the largest and most successful fast food franchise of Malaysia. For over 30 years, the brand has developed into a regional powerhouse with recognition worldwide. Marrybrown restaurant serving great tasting food to millions of customers in 15 countries.</p> <p>The Halal menu features a wide variety of tasty meals including crispy juicy chicken, delicious burgers, specialty wraps, fabulous seafood, finger foods, salads, fun fries and a range of beverage and desserts.</p>

				<p>As a Marrybrown franchisee, you benefit from the years of refinement that have gone into developing the Marrybrown concept; from operational systems, training programmes, store design, equipment technologies, marketing, purchasing, R&amp;D, human resources, and finance, right down to branding.</p> <p><b>Business Interest:</b> Seeking for master franchisee</p>
8.	<p><b>Goldlife Marketing Sdn. Bhd.</b> 3198, 1st Floor, Jalan Maju, Pusat Perniagaan Maju Utama, 14000 Bukit Mertajam, Penang, Malaysia.</p>	<p>MEIKO</p>	<ol style="list-style-type: none"> <li>1. Mr. Jacky Lim</li> <li>2. Mr. Calvin Beh</li> </ol>	<p>MEIKO is a leading brand name by Goldlife Marketing SdnBhd, a budding Malaysian company that specializes in health supplement products. Establish since 2009, we care by actively promote health awareness to the public and introduced a range of healthcare product that consist of detoxification, wellbeing, slimming and beauty.</p>
9.	<p><b>PONEY Resources Sdn. Bhd.</b> 19, Jalan SP 2/7, Seksyen 2, Taman SerdangPerdana, 43300 Seri Kembangan, Selangor Darul Ehsan, Malaysia.</p>	<p>PONEY</p>	<ol style="list-style-type: none"> <li>1. Mr. Syed Muzaffar Mohammad Ali</li> <li>2. Lee Koon Ching</li> </ol>	<p>PONEY Group a leading retailer in Malaysia, specializing in a wide range of comfortable and fashionable products for kids. It houses three well-known brands: PONEY, BABY PONEY and PONEY ENFANTS. PONEY offer high quality apparels and accessories for newborns, toddlers and kids up to 12 years old. Founded in 1992 by Mr. Albert Tan and wife, Mdm. Sharon Ng, PONEY Group has grown by leaps and bounds. PONEY has aggressively expanded its international footprint in UAE, Kuwait, Iran, Libya, Yemen, Singapore, China, Indonesia, Vietnam, Cambodia, India and Hong Kong. International expansion continue growth with new franchise development in Middle East, CIS and Asia countries.</p>

10.	<b>Q-Dees Worldwide Edusystem</b> 6-4, Level 4, Jalan SS6/6, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia	Q-Dees Edusystem	1. Mr. Freddie Chan 2. Mr. Aaron Chan	Q-dees™ mission is to create a total learning environment which will provide a good foundation for our children's future, preparing them to meet the demands of globalization and providing quality early childhood development programs. Q-dees™ is dedicated to shaping young minds through innovative programs such as Fliptec@Q™, Beamind and Q-dees Love to Life™. Empowered by these 3 programs, children begin to discover the joy that comes from learning, thus enabling their vision to grow as they achieve new heights.
11.	<b>4 C Jewellery Sdn. Bhd.</b> 2-02, 2 <sup>nd</sup> Floor Menara Hap Seng, Jalan P. Ramlee, 50250 Kuala Lumpur	Charisma	1. Mr. Lim Choon Wei	