

EVENT PROFILE



FLEI 26TH EDITION
FRANCHISE
& **license**
THE PREMIER **expo**
BUSINESS SHOW

The Leading of Franchise, Partnership, License,
and Business Opportunities Expo in Indonesia

7-10
MAY

2026

JAKARTA
INTERNATIONAL EXPO
(JIEXPO), KEMAYORAN

CONNECTING

BUSINESS

Organized by



Supported by



Franchise
Consultant



Strategic Media Partners



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ABOUT FLEI BUSINESS SHOW

FLEI is Indonesia's premier business exhibition, designed to **bring brands and serious business buyers together**. It's more than just a showcase, it's a platform where brands can gain exposure, connect with qualified investors, and explore expansion opportunities.

Now, let's take a closer look at the segments and programs that make FLEI 26 the ultimate platform for business growth:

Franchise

The Franchise segment features a diverse collection of local and national franchise brands, giving visitors the chance to explore established business models and understand the operational structures behind each brand. This segment serves as a platform for knowledge, comparison, and networking, allowing visitors to gain insights into what makes a franchise successful and how they can join as partners or franchisees

Business Opportunity

The Business Opportunity segment features affordable, ready-to-start ventures across F&B, lifestyle, and services, allowing visitors to explore investment-ready options and learn about business models and ROI.

Retail Tech Solution

Retail Solution offers products, tools, and services, from POS systems to digital marketing that help businesses streamline operations and improve efficiency in their retail practices.

Licensing & Co-Branding

Imagine, when you leverage a world-class or local famous cartoon characters and have your product intimately relate by co-branding it to increase sales.

Distributor (Reseller & Dropshipper)

In Indonesia, 85% of products are distributed through intermediaries such as agents, wholesalers, and online affiliates, creating significant opportunities for MSMEs to expand their businesses.

FLEI Business Conference 2026

Grab Run Grow – The Business Conference offers workshops and talkshows with industry experts, providing practical insights and strategies to help visitors make informed business decisions. will give you knowledge & education regarding to current franchise industry trend & update.

VISION & MISSION

“Connecting Business, Driving Growth”

To be the leading platform that connects brands, investors, and aspiring entrepreneurs, fostering the growth of Indonesia’s business ecosystem.

● Connecting Businesses Across Regions

FLEI Business Show acts as a hub where business owners, stakeholders, and aspiring entrepreneurs from various sectors come together, bridging opportunities across regions to foster collaboration and growth.

● Seizing Opportunities in Indonesia’s Growing Economy

With Indonesia’s strong economic momentum, FLEI provides the ideal platform to start or expand a business.

● From Local Operations to Regional and National Expansion

Franchising offers a proven pathway for businesses to scale beyond local boundaries, maintaining operational consistency while achieving regional or nationwide growth.

● Strategic Growth and Business Development

FLEI highlights the importance of identifying opportunities, improving business management, and implementing strategies for sustainable growth across multiple regions.

● Unlocking Potential Through International Partnerships

The presence of master franchises in Indonesia opens doors to global collaborations, enabling brands to connect local expertise with international markets.



OVERVIEW – FLEI BUSINESS SHOW

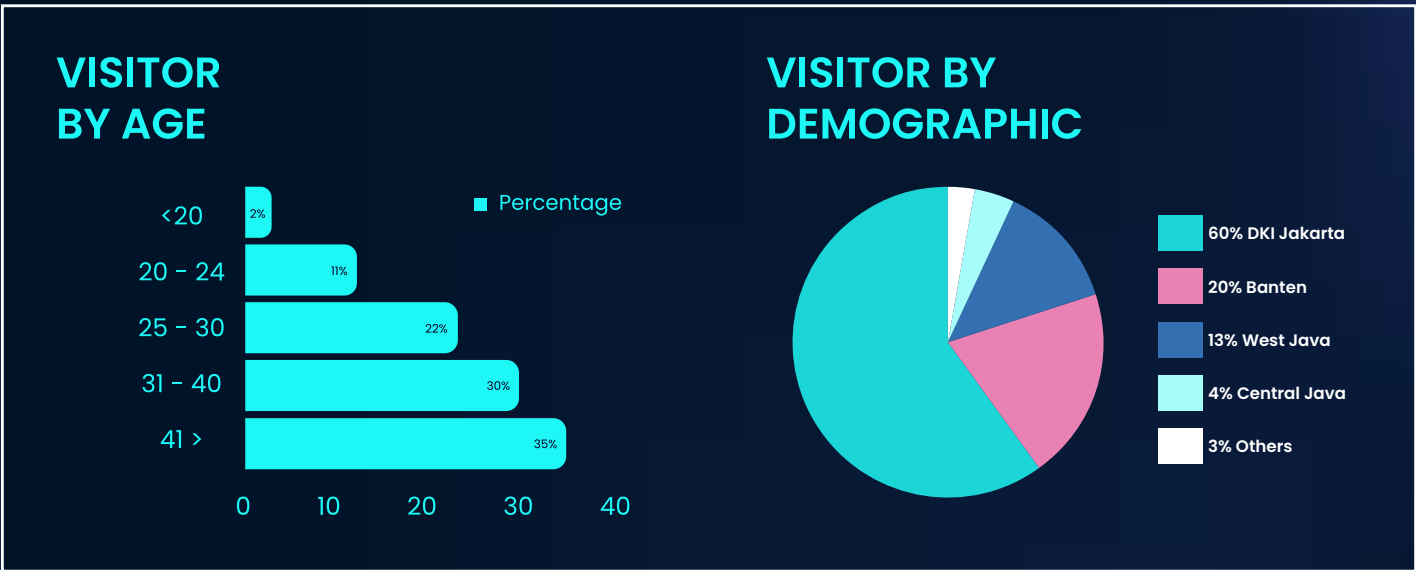
STATISTICS THE 25TH OF FLEI BUSINESS SHOW 2025

POST SHOW REPORT

- 16.000+** Happy Visitor
- 100+** Brands
- 10+** Top Speakers
- 90%** Satisfaction Rate

TOP 5 VISITOR PROFILE

- 49%** Professional/Employee
- 29%** Business Owner/Entrepreneurs
- 10%** Students
- 12%** Housewives



EXHIBITOR PROFILE

Most Participating Business Segments



Food & Beverage

56%



Retail Tech Solution

14%



Education & Training

8%



Service

6%



Beauty, Lifestyle & Health Care

6%



Others

10%

EXHIBITOR DEMOGRAPHIC



96%



4%



WHAT'S INSIDE FLEI BUSINESS SHOW 26TH?

BUSINESS MATCHING

A platform for buyers and exhibitors to request meetings before and after the events.

COACHING BUSINESS

Coaching sessions on legal, finance, marketing, and strategy in the business industry aim to educate buyers, ensuring informed decisions and the right business investments.

INDUSTRY SPEAKERS

This program educates business students on franchising, business opportunities, and more. Led by industry experts, it offers practical insights to prepare students for success in the business world.

HOSTED BUYER PROGRAM

The Hosted Buyer Program connects pre-qualified buyers with exhibitors through one-on-one meetings and networking sessions, ensuring brands meet serious prospects ready to explore franchise, licensing, and business opportunities.

KEY FEATURES



Exhibition Local & International Brands



Educational Programs
 Grab Run Grow



Networking Opportunities



Regional Focus



TARGET VISITORS
20.000 +



EVENT HOURS
10:00 – 20:00



TICKET ENTRY
IDR 60.000

FLEI BUSINESS CONFERENCE

GRAB • RUN • GROW

Business Coaching | Talkshow | Seminar | Workshop | Sharing Session

FLEI Business Show not only presents a wide range of business opportunities but also hosts regular educational activities. A highlight of these is the Business Conference, which includes Business Coaching, Franchise Classes, Digital Marketing Workshops, and other educational sessions. Over three consecutive days, these events aim to inspire and equip aspiring entrepreneurs and investors.

10-12 OCT 2025
NICE PK 2 HALL 10

Grab. Run. Grow.

FLEI BUSINESS CONFERENCE

THEO DERRICK
Creator, Entrepreneur, and a Mega Best Selling Author of the book *From Zero to Survive*

BURANG RIYADI
Founder of Franchise Academy Indonesia

LIANA OKTAVIA
Founder of Franchispedia & Co-Founder of Creadati

EVI DIAH P.
Franchise Consultant, Franchise Academy Indonesia

KLEMENS RAHARDJA
Founder of The Entrepreneur Society

MENHADIRKAN PEMBICARA PROFESIONAL!

Knowledge & Insight untuk Bismisium!
Strategi Bisnis | Career Path | Manajemen Franchise
Pilih Bisnis Aman | Bisnis Pensiun | Bisnis Wanita

dan masih banyak lagi!

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10-12 OCT 2025
NICE PK 2 HALL 10

FLEI BUSINESS CONFERENCE

THEO DERRICK
Creator, Entrepreneur and a Mega Best Selling Author

“How to Survive in This Economy Era”

Saturday, 11 Oct 2025
14:00-15:00

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10-12 OCT 2025
NICE PK 2 HALL 10

FLEI BUSINESS CONFERENCE

LIANA OKTAVIA
Founder of Franchispedia & Co-Founder of Creadati

“Franchise for Women: A Safe, Supported Path to Starting a Business”

Sunday, 12 Oct 2025
14:00-15:30

Organized by: Supported by: Franchise Showcase: @fleixpoid @www.franchise-expo.co.id



OUR KEY VISITOR SEGMENTS

1 New Entrepreneurs & First-Time Business Seekers

Individuals who are planning to start a business, exploring franchise or partnership models, want a ready-to-run business with proven systems or looking for safe, credible opportunities or side income.

2 Investors & Business Opportunity Explorers

Includes retail investors with idle capital, those seeking autopilot or low-risk business model, corporate buyers looking for scalable opportunities, and seekers of master franchise or area development rights.

3 Existing Business Owners & SMEs Looking to Scale

They come to expand or diversify their business, explore licensing, franchising, or new product lines, find operational and retail solutions, or improve efficiency through technology and partnerships.

4 Franchise & Retail Enthusiasts (Local & ASEAN)

Comprised of:

- Franchise community, associations, and business networks
- ASEAN buyers seeking Indonesian brands
- International delegates exploring opportunities
- Existing franchisees expanding their portfolio

5 Corporate Decision Makers & B2B Solution Seekers

Those searching for retail and business technology (POS, CRM, payment, logistics), automation, AI tools, and operational solutions, partners that support expansion and modern retail needs.



EXHIBITOR OPPORTUNITIES

WHY EXHIBIT?

- **Proven & trusted:** Running since 2003 with 25 successful editions.
- **Strong reach:** 16,000+ visitors at the latest edition.
- **Wide exposure:** Partnerships with top-tier media and business influencers.
- **High-quality connections:** Curated audience and business-matching to boost real leads.

BENEFITS OF JOINING

- Increased brand exposure and recognition
- Direct engagement with qualified prospects
- Opportunities to forge strategic partnerships
- Coverage and visibility through media channels
- Access to actionable market insights and emerging trends

FUN FACTS ABOUT JAKARTA

The Heart of Indonesia's Economy and Franchise Hub



The highest number of franchise in Indonesia



Strong purchasing power



Diverse market



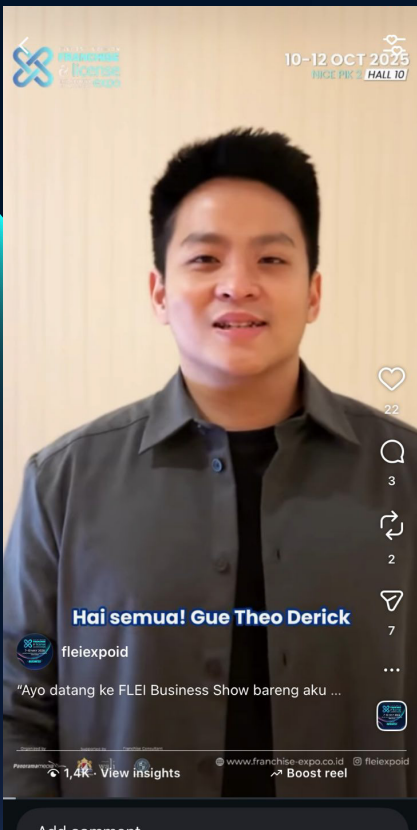
Driving force of national economic activity

(Q2 2024 increase 4.9% year-on-year)
*source: BPS-Statistics Indonesia

Jakarta: Indonesia's Leading Franchise Hub - As the city with the highest number of franchises in Indonesia, Jakarta is the go-to destination for both local and international brands. With its strong purchasing power and diverse market, Jakarta offers unparalleled opportunities for franchise growth and expansion.

Jakarta stands as the driving force of national economic activity. In Q2 2024, the city recorded impressive economic growth of 4.9% year-on-year and a 1.38% increase compared to Q1 2024, solidifying its role as a powerhouse of progress. (BPS-Statistics Indonesia)

OUR MARKETING CAMPAIGN



THANK YOU

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📷 fleiexpoid

🌐 www.franchise-expo.co.id