



FLAsia 2026: Build a Franchise Expo Due-Diligence Plan

Description

FLAsia 2026 runs from 13 to 15 August at Sands Expo and Convention Centre, Halls A and B. Use the event to collect comparable facts and meetings; do not treat exhibition claims as proof that a franchise or licence is suitable or profitable.

This guide is written for an aspiring business owner or brand operator attending flasia at marina bay sands. It resolves a specific job: turn a busy trade-show visit into a shortlist for later due diligence rather than a same-day commitment. Start with the branch that matches the facts, then keep the supporting record until the transaction, visit, filing or safety task is complete.

Choose the branch before acting

Your situation

- You are exploring franchise ownership
- You own a brand
- You are exploring character or design licensing
- A representative asks for a deposit

Next move

- Prioritise unit economics, territory, fees, supply obligations and current franchisee references
- Prioritise expansion support, IP control and partner selection
- Prioritise rights scope, territory, term, approvals and royalty reporting
- Leave with the documents and conduct independent checks before paying

Do not combine branches merely because two labels sound similar. The correct branch depends on the actual person, date, property, product, service or location involved. If one fact is unknown, pause at that row and verify it instead of carrying an assumption into the rest of the task.

Define one visit question

Two halls of sales conversations can produce a bag of brochures and no usable answer. The current position is set out by [FLAsia official site](#).

Write the sector, capital ceiling and operating role you are prepared to take before entering. Add the relevant date, document, amount, location or responsible person to the same record. That makes the choice reproducible and prevents a broad rule from being applied to the wrong facts.

Use the programme selectively

The official schedule includes paid and free sessions across three days. The supporting detail is available from [FLAsia official programme](#).

Choose sessions that answer gaps in your model rather than filling the calendar. Add the relevant date, document, amount, location or responsible person to the same record. That makes the choice reproducible and prevents a broad rule from being applied to the wrong facts.

Ask every brand the same core questions

Comparable answers reveal more than polished pitches.

Record total initial cash, ongoing fees, required purchases, territory, staffing, break-even assumptions and exit terms. Add the relevant date, document, amount, location or responsible person to the same record. That makes the choice reproducible and prevents a broad rule from being applied to the wrong facts.

Demand the denominator

A claim about successful outlets is incomplete without openings, closures, time period and geography.

Ask for written data and permission to speak with current and former operators. Add the relevant date, document, amount, location or responsible person to the same record. That makes the choice reproducible and prevents a broad rule from being applied to the wrong facts.

Separate IP licensing from franchising

A licence to use a character or design may not include an operating system, location support or exclusivity.

Map rights, approvals, territory, channels and reporting obligations. Add the relevant date, document, amount, location or responsible person to the same record. That makes the choice reproducible and prevents a broad rule from being applied to the wrong facts.

Protect personal and commercial data

Matchmaking apps and lead forms can collect contact and business information.

Share only what is needed and review how follow-up consent is described. Add the relevant date, document, amount, location or responsible person to the same record. That makes the choice reproducible and prevents a broad rule from being applied to the wrong facts.

Create a cooling-off rule

The exhibition's purpose is connection, not a substitute for legal, financial and operational due diligence.

Make no deposit or signature until the complete documents and references have been checked independently. Add the relevant date, document, amount, location or responsible person to the same record. That makes the choice reproducible and prevents a broad rule from being applied to the wrong facts.

Worked example

A practical three-hour visit can include one relevant session, six preselected exhibitors at 15 minutes each, a break to score notes, and two follow-up meetings. It is more useful than visiting 40 booths without comparable questions.

The example is a calculation or planning model, not a promise about an individual outcome. Replace every example input with the live figure, document, route condition or case fact. Keep intermediate workings, because rounding too early or skipping one stage can produce an answer that looks plausible but cannot be checked.

Build one usable decision file

Create a short record with four columns: fact, evidence, effect on the decision and next owner. Put the controlling rule beside the particular fact it governs. A page about the right subject is not enough if it does not contain the number, deadline, eligibility test or operational detail used in the decision.

Save a dated copy or acknowledgement when the task is time-sensitive. If another person needs to continue the work, they should be able to see what was checked, what remains uncertain and which official channel can resolve it. This is especially important where contracts, money, employment, safety or personal data are involved.

Final check

1. Register through the official site
2. Save Hall A and B access details
3. Choose one primary question
4. Preselect six exhibitors
5. Use the same due-diligence questions
6. Record claims and missing evidence
7. Sign or pay nothing under exhibition pressure

Event schedules and exhibitors can change. Attendance is not an endorsement of any commercial opportunity.

Related LBRD guides

You may also need to [compare a structured startup-support route](#). For the next adjacent task, [check premises use before committing to a location](#).

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Author

claratan

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