



## MEDIA RELEASE

### **LAUNCH OF THE NATIONAL FRANCHISE POLICY (DFN) 2030: BOOSTING THE NATIONAL FRANCHISE INDUSTRY ECOSYSTEM AND EXPANDING MARKET ACCESS DOMESTICALLY AND INTERNATIONALLY**

**KUALA LUMPUR, 7 FEBRUARY 2025** – The Ministry of Entrepreneur and Cooperatives Development (MECD) officially launched the **National Franchise Policy 2030 (DFN 2030)** today in conjunction with the **PERNAS International Franchise Festival (PIFF 2025)**. DFN 2030 is a strategic initiative aimed at strengthening the national franchise ecosystem and expanding market access both domestically and internationally.

DFN 2030 introduces five (5) key pillars: improving policies and governance, promoting franchising as the preferred business model, enhancing the capacity and capabilities of franchise entrepreneurs, optimizing financial assistance access, and increasing market penetration both locally and globally. These core pillars align with the nation's aspiration to produce more globally competitive entrepreneurs.

In his speech, YB Datuk Ewon Benedick, Minister of Entrepreneur and Cooperatives Development, stated that under the theme "**A Dynamic and Sustainable Franchise Ecosystem**," DFN 2030 will drive the franchise industry ecosystem while supporting the growth and development of entrepreneurs operating within the franchise business model.

"DFN 2030 serves as a platform to propel entrepreneurs, particularly franchise entrepreneurs, towards holistic industry advancement, enabling them to compete at both local and international levels. The organization of PIFF 2025 further supports this policy by providing entrepreneurs with global market access, serving as the first internationalization platform designed to meet the goals and aspirations outlined in DFN 2030," he said.

He added, "PIFF 2025 also inspires franchise entrepreneurs by offering networking opportunities, business innovation insights, and strategic collaborations. The event features participation from leading local and international brands, along with providing a platform for job opportunities within the industry. In conjunction with Malaysia's ASEAN Chairmanship 2025, MECD, through PERNAS, emphasizes ASEAN

elements, including the participation of ASEAN countries as exhibitors, forum panelists, and business matchmaking partners."

During the event, Datuk Ewon Benedick also witnessed the exchange of Memorandums of Understanding (MoU) and the presentation of financing support to:  
MoU between PERNAS and SME Corp;  
MoU between PERNAS and Prasarana Integrated Development Sdn Bhd (PRIDE);  
MoU between PERNAS and Universiti Malaysia Kelantan (UMK);  
MoU between PERNAS and TERAJU;  
Presentation of PERNAS Financing Scheme.

PIFF 2025, themed "**Brew Your Success, Empowering Entrepreneurs**", focuses on the coffee, tea, and café industry this year. The event features a variety of engaging activities, including exhibitions on coffee, tea, and café-related products and services, showcases by entrepreneurship-related agencies, international and entrepreneurship forums, business matchmaking sessions, Latte Art and Barista competitions, lucky draws, E-Sports tournaments, as well as busker performances and a mini concert featuring renowned artists.

Held from 7 to 9 February 2025, PIFF 2025 has attracted strong participation from both local and international franchise industry players. The exhibition features 150 exhibitors, with 20% being international participants, and aims to draw 15,000 visitors over the three-day event.

Through this initiative, MECD, via its agency PERNAS, is confident that the national franchise industry will continue to grow rapidly, positioning Malaysia as a leading franchise hub in the Asian region.

Also present at the event were YB Dato' Sri Ramanan Ramakrishnan, Deputy Minister of MECD; YBhg. Dato' Sri Khairul Dzaimie Daud, Secretary-General of MECD; Dato' Hazimah Zainuddin, Chairman of PERNAS; and Tengku Mohamed Fadhli Tengku Hamzah, Acting Chief Executive Officer cum Chief Operating Officer of PERNAS.

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**MINISTRY OF ENTREPRENEUR AND COOPERATIVES DEVELOPMENT**  
**7 FEBRUARY 2025**

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