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Press Release: Empowering Women Entrepreneurs Through Franchising

Kuala Lumpur, 8 October 2024 – The Women Leadership Foundation (WLF), in collaboration with PERNAS, successfully hosted the **Empowering Women Entrepreneurs Through Franchising** program, bringing together over 50 women NGO leaders, entrepreneurs, and industry experts at the PERNAS Auditorium. The event provided a unique platform for participants to explore the extensive opportunities franchising offers for business success, growth, and empowerment.

The program aimed to equip women entrepreneurs with practical knowledge and tools to harness franchising as a model for sustainable business expansion. With Malaysia's franchising industry projected to grow by 7.2% annually, the event served as a valuable opportunity for participants to learn how to tap into this rapidly growing sector.

Welcoming Speech from PERNAS

YM Tengku Mohamed Fadhli Tengku Hamzah, Acting CEO/COO of PERNAS, delivered the welcoming speech, setting a positive tone for a day filled with impactful discussions and networking. Reflecting on PERNAS's role in the successful Empowering Women Entrepreneurs Through Franchising program, YM Tengku expressed pride in the collaboration with the Women Leadership Foundation, stating:

"Franchising has proven to be a resilient and scalable business model, and we remain committed to helping more women entrepreneurs understand and benefit from its potential. This collaboration with the Women Leadership Foundation perfectly aligns with our mission to empower Malaysian entrepreneurs, paving the way for greater financial independence and long-term success."

His remarks reinforced the essential role franchising plays in the business landscape and highlighted PERNAS's dedication to driving entrepreneurial growth among women leaders.



Inspiring Leadership Insights from WLF

YBhg. Datuk (Dr.) Hafsa Hashim, Chairperson of the Women Leadership Foundation, delivered an inspiring opening address during the Empowering Women Entrepreneurs Through Franchising program. She emphasized the crucial role of women's leadership in economic sectors such as franchising, highlighting the significant potential for women-owned businesses to thrive. In her address, Datuk (Dr.) Hafsa Hashim stated:

"Empowering women through franchising is a game-changer for Malaysia's entrepreneurial landscape. Studies show that women-led businesses contribute significantly to economic growth, but only a small percentage are aware of the franchising opportunities available to them. This program has helped close that gap by providing women leaders with the tools they need to lead and succeed in this dynamic industry."

Her remarks underscored the importance of equipping women with the necessary knowledge and resources to leverage franchising for sustainable business growth and leadership.

Chairman of PERNAS on Supporting Women Entrepreneurs

YBhg. Dato' Hazimah Zainuddin, Chairman of PERNAS, delivered a powerful keynote address during the Empowering Women Entrepreneurs Through Franchising program, highlighting the critical role franchising plays in supporting women entrepreneurs. In her address, Dato' Hazimah emphasized:

"Franchising offers a unique pathway for women entrepreneurs to scale their businesses while benefiting from established systems and networks. PERNAS is proud to support initiatives like these, which open doors for women to achieve greater success in both local and global markets. By investing in their potential, we are not only driving economic growth but also building a stronger, more inclusive business environment in Malaysia."

Her speech reinforced PERNAS's commitment to empowering women entrepreneurs and fostering a business landscape where women can thrive and expand their enterprises.



Key Highlights of the Event

- Keynote Address by YBhg. Dato' Hazimah Zainuddin, Chairman of PERNAS
- Panel Discussion: Empowering Women Entrepreneurs: Unlocking Opportunities in Franchising, Investment & Corporate Strategy
- Featuring key experts from PERNAS:
 - En. Mazlan Ibrahim, Head of Investment Division
 - Pn. Hajah Hazina Mohamad, Head of Corporate Strategy Division
 - En. Azizam Ramli, Head of Franchise Development Division
- Moderated by YBhg. Datuk Zunaidah Idris, Deputy Chairperson II of WLF
- Interactive Sessions allowing participants to gain personalized insights into the franchising sector.

According to data from the Malaysian Franchise Association, **20% of franchise businesses in Malaysia are owned by women**, a number that is expected to increase with focused initiatives like the Empowering Women Entrepreneurs Through Franchising program. The global franchise market is also valued at over **\$800 billion**, with women making up an increasing share of franchise owners globally.



About PERNAS

Perbadanan Nasional Berhad (Pernas) is a company owned by the Minister of Finance Incorporated (MOF Inc.) with the mandate to lead the development of Malaysia's franchise industry.

Our objective is to develop the franchise industry and increase the number of franchise entrepreneurs through our expertise in providing quality service and products in areas that include training, financing, logistics and more.

Our role in spearheading the growth of the country's franchise industry is to produce more franchise entrepreneurs who are able to operate independently and successfully within a highly competitive global business environment. As such, a key objective of Pernas is to develop and market local products abroad.

We also provide guidance and special schemes for franchisors and franchisees, and welcome franchise partners to Malaysia.

Pernas is based at Menara Pernas, Bangsar South City. In addition, we have five corridor offices, namely, the eastern regional office in Kuantan, Pahang, the northern regional office in Penang, the southern regional office in Johor Bahru and the regional offices in Kota Kinabalu, Sabah and Kuching, Sarawak. These offices stand ready to facilitate the creation of more Malaysian franchisors and franchisees of international calibre.

About Women Leadership Foundation

Women Leadership Foundation (WLF) is a dedicated non-profit organization committed to empowering women from all backgrounds to achieve leadership positions in various sectors of the economy. Founded in 2021, WLF strives to accelerate the development and progress of women leaders through advocacy, research, professional development programs, and collaborative events.

At WLF, we firmly believe that by empowering women to assume leadership roles, we contribute to a more inclusive society that benefits everyone. Our mission is to create a diverse and inclusive leadership pipeline that drives innovation, sustainability, and economic growth.



Through our initiatives, we aim to break down barriers, provide valuable resources, and create a supportive environment where aspiring women leaders can flourish. We work diligently to foster an ecosystem that supports women's leadership development and provides them with the skills, knowledge, and networks necessary to excel in their careers.

As an organization, we are dedicated to advancing gender equality and ensuring that women have equal opportunities to succeed in leadership positions. We collaborate with various stakeholders, including government agencies, corporations, and NGOs, to drive positive change and create a more equitable society.

Join Women Leadership Foundation (WLF) in our journey to empower women, transform leadership, and shape a more inclusive and prosperous future for all. Together, we can create a world where women's voices are heard, their contributions are valued, and their leadership is celebrated.

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