



# All In One Franchise & Business Expo

Organized by  
**PMG CORPORATION**



Sponsored by  
**FTI**

SMART  
**FRANCHISE**  
ZONE

SMART  
**OEM**  
ZONE

SMART  
**SOLUTION**  
ZONE

FOOD & BEVERAGE  
**F&B**  
ZONE

**7-10**  
August 68

10.00-8.00 pm.  
**Hall 7-8**  
Impact Arena  
Muang Thong Thani



#SmartSMEexpo

# Background Introduction

After 10 successful years, it is highly anticipated that **SMART SME EXPO 2025** will be one of the leading events in promoting business growth and innovation. The event will focus on creating opportunities for franchise investments, **connecting Thai businesses with global partners**, and fostering collaborations among entrepreneurs to expand operations and explore international markets.

Over the years, SMART SME EXPO has played a key role in strengthening local businesses through strategic networks, expert knowledge, and the necessary resources for growth in the global market. It continues to drive the **expansion of Thai SMEs** to ensure they can achieve success on the global stage



# ● Aims & Purposes

**Create opportunity** for **SMEs** and expand their network globally

**Spark business opportunity** to people, gaining access, and become business owner

**Increase channels for business** to negotiate and create more networking business

**Support** those **businesses** from Thai and International to grow sustainably

1

2

3

4



# Target group



**Investors**



**General/Public** looking for new business in the market and those who find new source of income



**Entrepreneurs / Business owners** looking for development in their business

Including target clients **who need solution in their businesses.**





7 – 10 August 2025

Hall 7 – 8, Impact Arena Muang Thong Thani

#smartsmeexpo





## Event Structure

# SUCCESS MODEL

**“Presenting a successful business model”**

**To serve as a prototype and guideline** for the target group that aims to expand and grow their businesses. This includes **expanding customer bases, increasing production, exporting, processing, and establishing branches both domestically and internationally.** It also encompasses technology, inventions, and innovations that are modern tools to **help SME entrepreneurs work more easily and conveniently, reduce costs, and increase profits.** Importantly, the projects of government and private agencies in Thailand play a key role in **promoting and developing SME entrepreneurs to step onto the global stage.**



# Event Structure



Visitor

**25,000**

**5%** International



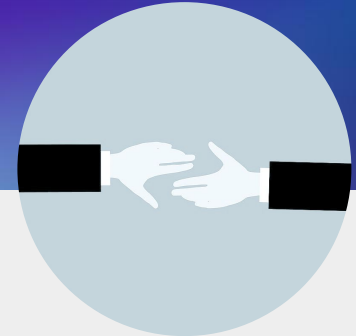
More than

**20 countries**

joining



Exhibitors from  
**300** businesses



Business Matched  
worth **650** million  
baht

# Visitors proportion



**40 %**

**Investors**



**30 %**

**Entrepreneurs / Business owners**



**30 %**

**Public general and students**





## Business Group



**An impressive showcase of global business, featuring both Thai and international brands in one event**

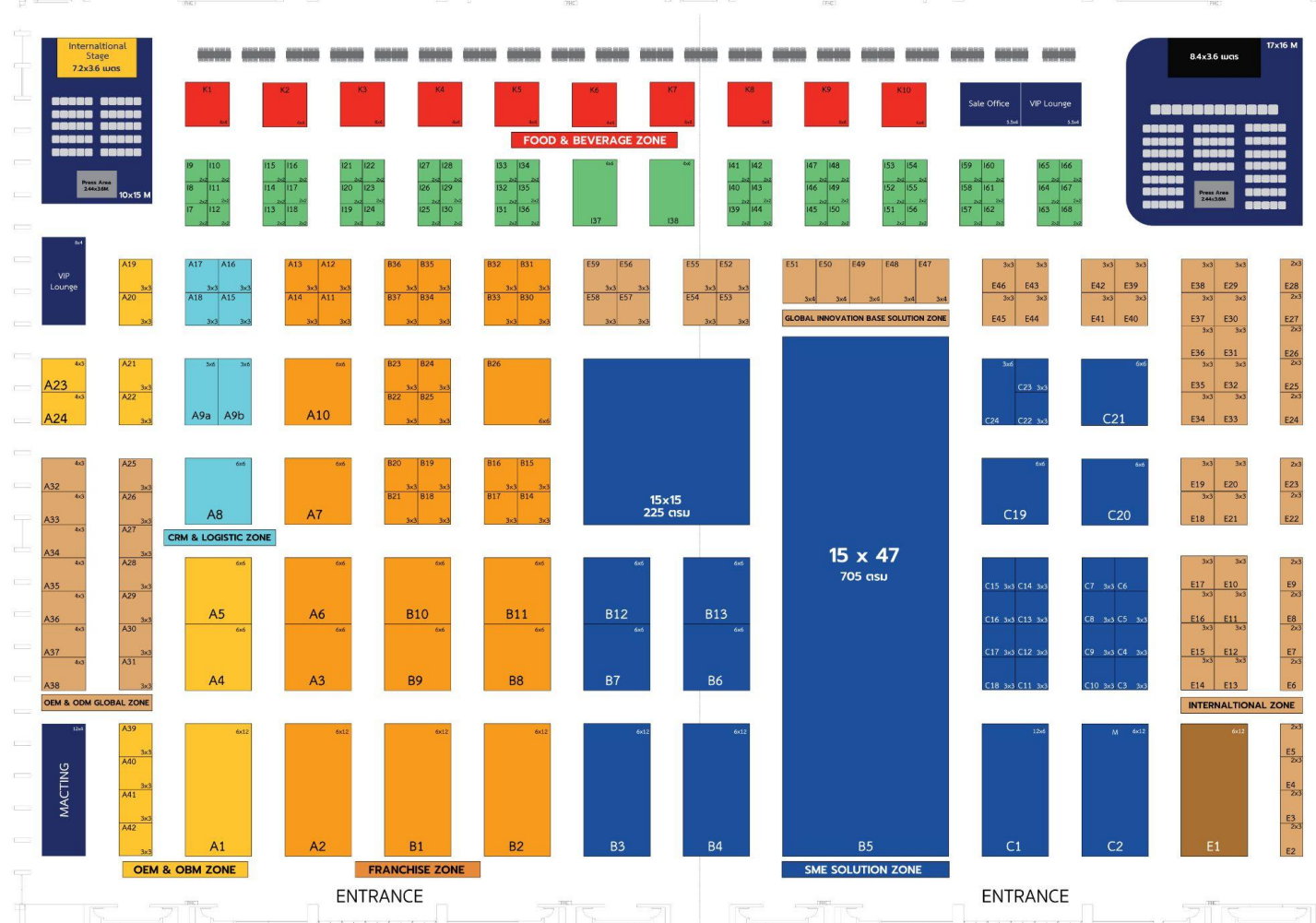
- SMART FRANCHISE ZONE: A prime franchise business worth investing in, with recommendations on locations and discussions with actual entrepreneurs.
- SMART OEM ZONE: Includes factories that provide contract manufacturing services, from selecting materials to designing for businesses.
- F&B ZONE: The food and beverage business where you can taste, shop, and invest in businesses right here.
- SMART SOLUTION ZONE: Credit services for businesses ready to cater to SME entrepreneurs."



# Floor Plan

## 5 Main business zones

- Franchise business from both Thailand and abroad
- OEM businesses
- Business Solution / Freight forwarders / CRM & Logistics
- Food and beverage business, both retail and wholesale





# Activities

**Opening Ceremony**  
& promoting activities



**Seminar from Specialists** throughout an event



**Workshop**  
on stage



**PR activities** for businesses to promote sale



**Business Matching**  
with Investors/ Buyers





# Activities



**SMART SME EXPO 2025**

**พลิกโฉม  
ธุรกิจ SME**  
ด้วยพนักงาน AI

**QR Code**

**ดร.ณภัทร จาตุศรีพิทักษ์**  
DATA TECH ENTREPRENEUR AND ECONOMIST

**9**  
สิงหาคม 68  
14.00 - 15.00 น.  
ฮอลล์ 7-8  
อิมแพ็ค เมืองทองธานี

รวมสุดยอด  
**ธุรกิจ &  
แฟรนไชส์**  
ที่สุดแห่งปี

สนับสนุนโดย **PMG** **SMART SME** **ธีรพัฒน์** **FTI**

# PR PLAN

SMART  
SME  
EXPO  
2025

## PRE-EVENT

### Public relations through PMG media network

- Smart SME
- Insight Review
- PMG academy, etc.
- Booth post to promote the event

### Public relations through external media

- Print and online media with press
- Radio media, MCOT.
- Media of partner agencies and Facebook group

## SHOW DAY

### Press Conference

- Television media
- Online media
- Radio Media

### Opening ceremony

- Invited Press to the show
- Online and offline media

## POST-EVENT

### PR photograph of the TWH expo

- Send photo of the show promote to each Media channel
- Online media partner
- PMG networking





## Promote Event plan

The **SMART SME EXPO** has been held annually for 11 years. Since its inception, the event has expanded through **SMART SME media channels**, presenting new and interesting business ideas, business trends, and successful business examples. The aim is to provide attendees with ideas for increasing income and offer exhibitors a platform to showcase their potential. This year, a key highlight is the inclusion of international businesses, entrepreneurs, and investors to enhance the potential for sustainable business expansion in Thailand. Therefore, our promotional efforts will specifically target the event's core audience, ensuring that the right attendees are reached, benefiting the exhibitors by stimulating business opportunities. Our promotional activities include both visual and video content through **PMG Corporation's** media channels, such as **Smart SME**, which has a combined following of over **1.8 million** on **Facebook** and **YouTube**. Additionally, we will leverage other promotional channels through our **offline and online media partners** for

### Media: Promote

<https://youtu.be/OI09hiQZtwo?si=L86zOEONB6mioQqE>





# Smart Sme Expo Channel



SMART SME EXPO



Smartsmeexpo.com



6 Months :: 0 Days :: 16 Hours :: Minutes

SMART SME EXPO | 2025  
BEST PLATFORM FOR  
SME & FRANCHISE

Smart SME Expo Thailand 2025 is one of the largest business and trade events in Thailand, designed to support small and medium enterprises (SMEs). The event brings together business owners, entrepreneurs, investors and key stakeholders from various industries to explore growth opportunities, showcase innovative products and services and foster networking.

REGISTER AS EXHIBITOR





## Promoting Channel



**SMART SME**  
Followers : 1.7 M  
Likes : 1.4 M



**CHEE CHONG  
RUAY**  
Followers : 105 K  
Likes : 105 K



**SMART SME EXPO**  
Followers : 27 K  
Likes : 24 K



# Promoting Channel



- **International PR** : face-to-face meeting with international associations and decision makers.
- **Connecting with international Agency** : Avior Asia (Vietnam)
- **MOU** : with trusted organizations
- **Scoop PR** : through Media partners from public and private sectors



# THANK YOU

Organized by

**PMG**  
CORPORATION



Show : **SMART SME EXPO 2025**

Organizer : **PMG Corporation Co.Ltd.**

No. 47,49 Soi Lad Phrao 140, Lad Phrao  
Road, Khlong Chan Subdistrict, Bang Kapi  
District, Bangkok 10240

**Contact sales : 064-423-6628**

**,086-314-1482**

Website : [www.smartsme.co.th/expo](http://www.smartsme.co.th/expo)



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EXPO  
2025

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