

# Event Discoveries Dot Com Interviews Top Exhibitors in FIM 2015

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Event Discoveries Dot Com (EventD), a website that accepts nominations for coverage of MICE (meetings, incentives, conferences and exhibitions) events worldwide, is pleased to announce the completion of interviews of recognized top exhibitors who participated in Franchise International Malaysia (FIM) 2015 event that was held at the Putra World Trade Centre (PWTC) in Kuala Lumpur from 12 to 14 June.

House of Leather, Malaysia's largest leather goods, luggage and bags chain store, is recognized by EventD as a top participant for its zero royalty, win-win partnership franchising system where franchisees will enjoy the benefits of a 19 year old brand name as well as a huge existing base of privilege card members for marketing purposes.

Dato Kenny Yee, owner of H.O.L Chain Store (Malaysia) Sdn Bhd which operates the House of Leather concept stores, says, "The fashion retailing franchise business demands immediate and proactive reaction, a consistent determination and drive, essential qualities to tie all these qualities together. Being successful at the early stage of business does not mean the journey has ended- in fact, it has just begun. They should always wary about accepting the fact that they are successful. On the contrary, they must think that they still need improvement and it is this attitude that has translated into providing the best shopping experience to their customers."

Paddington House of Pancakes (PHOP), the first specialty restaurant in the region that serves over 100 types of pancake meals, is recognized by EventD as a top participant for its flexible full business format franchising system that's available in several countries, where franchisees are only required to purchase PHOP's proprietary pancake premix and pancake syrup whereas the rest will be sourced locally by franchisees with PHOP's guidance and approval.

Elvina Ooi and Kelly Tang, the founder and co-founder of Paddington House of Pancakes, say, "Believe in yourself. Remember that life is like pancakes. It all depends on how you flip it!"

I Love Yoo!, with its freshly made fried items like Yoo Cakoi, is recognized by EventD as a top participant for its franchise system that enables franchisees to operate a F&B business in malls serving local comfort street food that's typically available in morning/night markets.

Jeffrey Leong, co-founder of I Love Yoo! says, "Be passionate and dedicated to serving customers with good quality comfort food. Do not cut corners just because of wanting to make money and affect the quality of the food served."

Charisma, custom designer of unique jewellery pieces made from fine quality gemstones and diamonds, is recognized by EventD as a top participant for its franchise model that enables franchisees to provide fine custom-made designer pieces that are more affordable.

Lim Choon Wei, owner of Charisma, says, "We create jewellery pieces that make people talk. We believe the new generation of people buys jewellery pieces not only for the value but for the unique design that meets their lifestyle."

Interview transcripts with contact details for the above recognized top participants can be accessed via: <http://www.eventdiscoveries.com/recognized-top-participants-in-fim-2015/>.

#### About Event Discoveries Dot Com

Event Discoveries Dot Com conducts interviews to highlight top participants discovered in MICE events that cater for high value businesses as well as segments that cater for the affluent market. For more information about the website, please visit:

<http://www.eventdiscoveries.com/>

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