



FRANCHISE
UAE EXPO 2013

5th International Franchise, Retail and Trade Show
in the Middle East

25 – 26 September 2013
Al Bustan Rotana Hotel, Dubai

Organiser:

FRANCHISE MIDDLE EAST

www.franchiseuaeexpo.com



Time for Brand Expansion...
Time to Penetrate New Markets...
Will take your business to the next level..

5th Franchise UAE Expo 2013

The largest franchise expo in the Middle East



5th FRANCHISE UAE EXPO

The **5th Franchise UAE Expo on its 5th edition**, is Growing steadily and gain recognition in the Franchising Industry. This International Franchise, Retail , SME and Trade Show is the key event for business leaders, held in Dubai, the business hub of Gulf region. Franchise UAE Expo is the Middle East largest show of its kind, it is the perfect place to generate new sales leads, promote your brand, close deals and showcase innovative and unique business concepts.

This **5th Franchise UAE Expo** will be a premier Business event, attracting the most global brands and service providers from different parts of the world with the aim to network with high net worth investors, big corporates, multi-unit brand operators looking for low risk and high reward business growth opportunities. The Show will bring under one roof leading global and home grown franchisors to meet & connect to the potential Master and Multi-unit franchisees.

“ 5th Franchise UAE Expo – A place worthy of your time and energy ”

ATTRACT
new leads

MEET
face to face
meetings

SHOWCASE
your brand &
services

COMPARE
brand/service
profiles

SAVE TIME
Meet with
key players

ACCELERATE
your expansion
& exposure



FACTS ON FRANCHISING IN MIDDLE EAST

- The booming Middle East franchising market, currently valued at \$30bn and it's growing at 27% annually, and the region presents unparalleled opportunities for growth because of the presence of a large number of high net worth individuals and multi-ethnic populations.
- In the Middle East, the franchise market has been largely dominated by American brands with over 70% share. Franchise opportunities were dominated by fast-food and retail segments, particularly fashion, with almost 60% of the total market. However, current scenario , franchise business is diversifying and there is a huge scope for big as well as small franchising buyers and sellers in the region. Huge franchising opportunities are available in several business sectors, including education, apparel, laundry and dry cleaning services, automotive, restaurants, mail and packages services, printing and convenience stores.
- In the Middle East, fast food and retail segments particularly fashion accounts for over 60% of the total market and about 80% of the franchise Brands are of American Origin or French origin. More recently Asian brands particularly from Malaysia have been making Inroads in Middle East

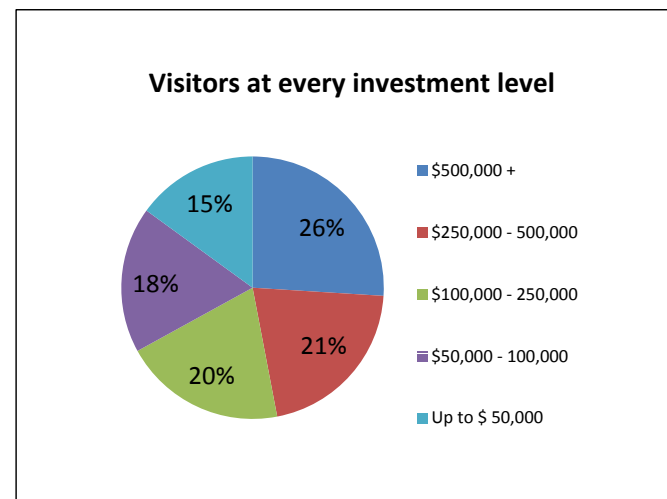
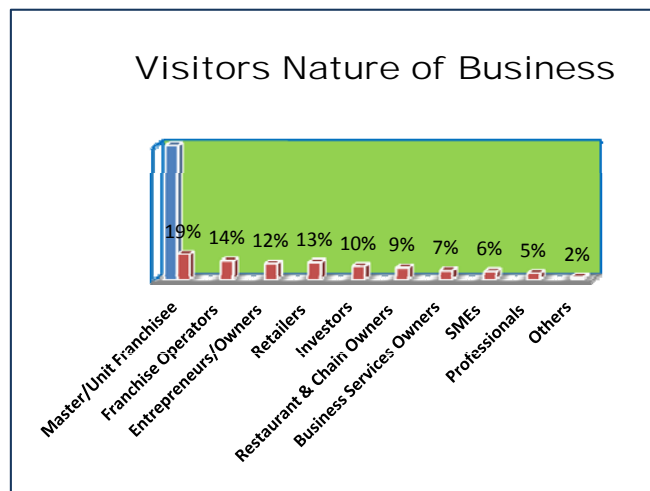


Why in Dubai?

- UAE's franchise business is worth over AED 1.1 billion
- Fast food accounts for 40 per cent of the total market, other sectors are also growing rapidly. Industry estimates put the annual growth of this sector at 27 per cent
- Dubai remains the preferred base for franchised operations in the region, given its tax free status, the comparative stability of its legal and regulatory systems and its openness to foreign investment, though most countries in the Middle East region do not have franchise-specific legislation.
- Dubai as a global city that serves as a hub for tourism, retail and hospitality. With an estimated 60 million visitors, Downtown Dubai is fast becoming the world's most famous tourism and lifestyle destination and more than living up to its advertising billings as "**The Centre of Now**".
- More importantly, the region boasts over 400,000 high net worth individuals who have more than \$2 trillion together to invest in new business.

MEET YOUR NEW BUSINESS PARTNERS

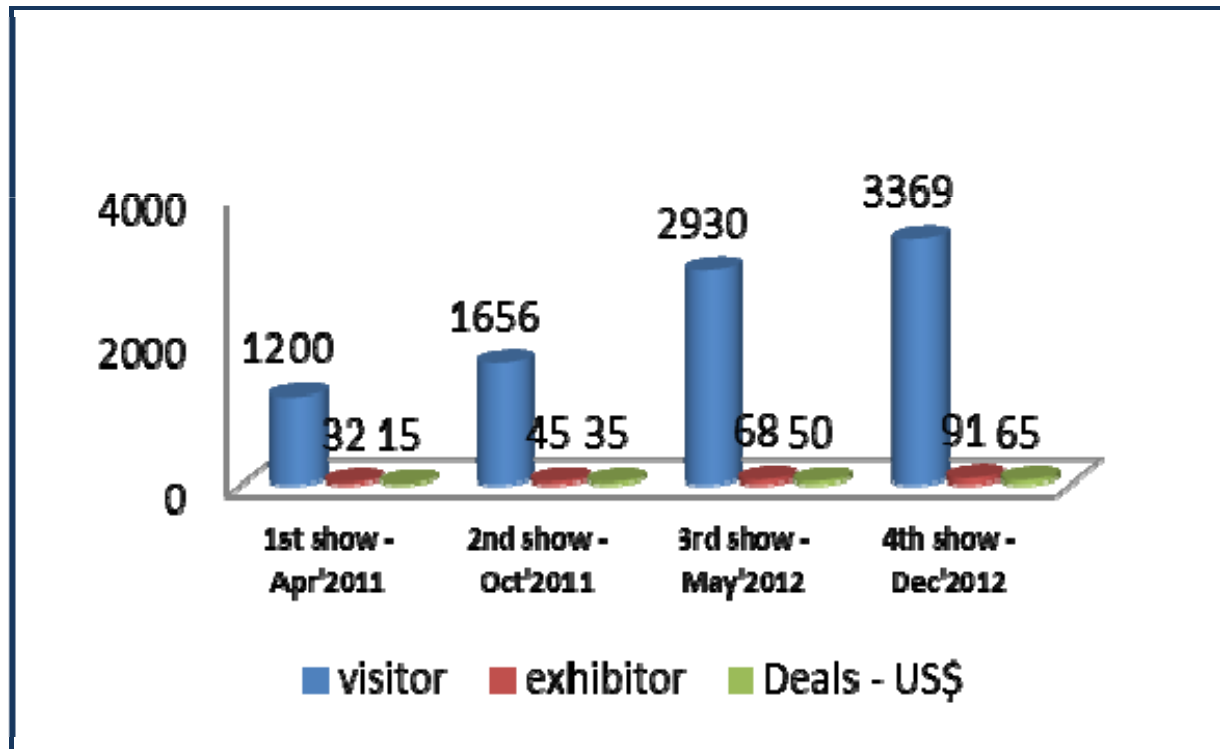
We will bring the leads to you. The statistics speaks for themselves – the expo attracts thousands of visitors at every investment level who are ready to buy. Visitors are looking for all business models – if you have a franchise system or business investment opportunity, our visitors want to talk with you.





Franchise UAE Success Show-on-Show

Show Statistics : 1st - 4th edition





VISITOR PROFILE

1. Franchisees (Master and Multi-Unit)
2. Budding Enterprises
3. Entrepreneurs – new & existing
4. Investors
5. SME Owners looking for expansion/diversification
6. Franchise & Retail Professionals Franchise Brands and retail Brands
7. Property Real Estate developers & property owners
8. Retail Supplier Leading Retail Supply companies
9. Representatives from International organizations considering UAE marketplace
10. Existing Retailers – MBO's, EBO's, Distributors, Retailers
11. Aspiring Young Individuals who wants to become Entrepreneur
12. Others...

Expected Visitors are from the Middle East including UAE , Africa, India, Pakistan, CIS States, Asia, USA, Europe, etc. targeting to have 10+ clients meeting (pre-arranged one-to-one meeting) for each sponsor)



WHO SHOULD EXHIBIT?

Franchising continues to be the preferred model by which international businesses can quickly expand into the rapidly developing economies in the Middle East, and therefore Exhibit space is open to all Franchise systems expanding in MIDDLE EAST market.

- Automobile Services
- Beauty Aids and Saloons
- Business Services
- Cafes
- Child Care services
- Cleaning services
- Computer and Internet services
- Consumer Goods
- Clothing and Designer Wear
- Courier services
- Distribution and Logistics
- Education
- Fashion, Apparels and Accessories
- Financial Services
- Fast Food, Restaurants and catering
- Footwear
- Gifts and Greetings
- Healthcare and Medical services
- Home Furnishings
- Leisure & Entertainment
- Office Equipment and services
- Print & Publishing
- Real Estate
- Retailing
- SME Services & Organisation
- Trade Events and Investment Zone
- Others



ADVANTAGES WHY YOU SHOULD EXHIBIT AT THE EXPO?

- Opportunity to promote and market your brand
- Platform to meet prospective franchisees, SMBs and Entrepreneurs from various countries
- Seek strategic business partnerships
- To expand your franchise network
- To develop your sales network, meeting potential
- To find clients, partners or distributors
- To find partners, new clients or licensees for your business
- Evaluate, Franchise and find Business opportunities
- Launch new ideas/products
- Expose your products and SME services



BENEFITS OF EXHIBITORS AT THE EXPO?

- 5 Pre-arrange one-on-one meeting with potential partners/investors (for 1 Brand)
- Dedicated business lounge for Exhibitors VIP Guest/meeting
- Press Release mentioning your brand/company
- To expand your franchise network
- One (1) E-shot to be sent to over 50,000 investors data (html creative to provide by the company)
- 20 min Presentation at the Conference / Workshop

(Above mentioned benefits can avail if you register participation before 30th June 2013)



SPONSORSHIP & PARTICIPATION OPPORTUNITIES

5th Franchise UAE Expo offers an exciting range of participation, branding and sponsorship opportunities to help companies maximize their exposure

- **Title Associate (1 opportunity)**
- **Gold Sponsor (2 opportunities)**
- **Silver Sponsor (3 opportunities)**
- **Networking Lunch Sponsor (2 opportunities)**
- **Lanyard Sponsor (1 opportunity)**
- **Visitor Carry Bag Sponsor (1 opportunity)**
- **Official Courier Sponsor (1 opportunity)**
- **Booth Participation Package**

PARTICIPATION & SPONSORSHIP OPPORTUNITIES

Option 1- STANDARD SHELL SCHEME PACKAGE – US\$D 450 per sqm (min 9sqm)

Includes: 1 table, 2 chairs, 1 power socket, 3 spotlights, 1 waste bin,
1 full page Ad in Show catalogue and Invitation for Networking
lunch for 2 person daily

Option 2- RAW SPACE – US\$ 375 per sqm (minimum 18 sqm)

Includes : Electricity, 1 full page Ad in Show catalogue and Networking lunch
for 2 person daily

Option 3- SPONSORSHIP – Title, Gold, Silver, Networking Lunch, Breakfast Networking Forum, Official Postal Partner, Visitor Carry Bag and Lanyard Sponsorships.

5th Franchise UAE 2013 offers various sponsorship opportunities to the
companies, franchisors and service providers to promote your brand, meet
potential customers, and entertain existing clients. Opportunities will see in the
next pages.



SPONSORSHIP POSITIONING

Show Backdrop



Show Registration



Newspaper Ads



E-Shot



Show Catalogue



Visitor Invitation



Badges



Visitor Carry Bags





INTERNATIONAL CONFERENCE & WORKSHOP

The 1 and a half day conference and workshop featured key industry speakers from international and the region. The conference will be share learning's on new products, services opportunities and Business trends & resources that can be put into action for rapid growth, at the same time also create a platform for Business Investors and entrepreneurs to network & build alliances.

CONFERENCE AND WORKSHOP AREA OF DISCUSSION

- Branding UAE : Branding a Nation
- E-commerce & Mobile Shopping : The Future Shopping Reality
- How to Franchise a Business?
- How to Sell Your Franchise?
- Want to know which Franchise to Buy
- International Development of Franchise Brands
- The UAE Diaspora : International & Local Success Stories
- Franchise Direction and others



Who Should Attend the Conference and Workshop?

- Entrepreneurs & Business Investors
- Owners, CEOs & MDs.
- Small to Medium Business Enterprises (SMEs) Owners seeking to expand or diversify their businesses
- Franchise & Retail Professionals with Franchise Brands and retail Brands
- Aspiring Young Individuals who wants to become Entrepreneur
- Others...



MEDIA PLAN

Franchise UAE Expo value our Partners. A series of dedicated marketing and promotional activities have been planned to attract investors that matter to you. Through our marketing efforts, you get to enjoy higher return on investment.

Print Ads campaign – Newspaper advertisement for UAE, KSA, Kuwait, Bahrain, Qatar, Oman and other Middle East countries, to give complete mileage to the companies & sponsors participating in the event.

SMS Messaging - SMS Message to cover UAE, Oman, Iran, Qatar, Bahrain, Qatar, Kuwait and Saudi Arabia

Radio Spots – Radio Spot Announcement campaign and interviews

Social Media – Regular news and updates in Twitter, Facebook, LinkedIn and Google

Email Shots – regular email shots to prospective investors and partners

Direct Mailers – dispatched to the visitors who attended in the previous events and prospective.

Flyer Distribution – personalized distribution of flyers through our partner Agency in the following areas e.g. Sheikh Zayed area, Bur Dubai, Karama, Gold Souq, Deira & Sharjah.

PR & Editorial coverage through our active PR Agency partner - PR Communicate Agency

Invitation by our partners through their members data including IBPC Dubai - Abu Dhabi & Sharjah, Heels & Deals Women Entrepreneurs Org., Ruwad Establishment, Dubai SME, and other Clubs and Business Councils.

Telemarketing and Fax shot – Visitors personalised telemarketing and fax shots
And Others...



FLOOR PLAN





For Participation from International...

(please contact the below)

Representatives & Partners:

Greece & Russia

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BOOK NOW!

FOR EXHIBITION, CONFERENCE & SPONSORSHIP OPPORTUNITIES

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