

INVESTMENT OPPORTUNITIES AND EXCLUSIVE BRANDS



INTERNATIONAL
FRANCHISE
EXHIBITION



معرض
الفرانشايز
العالمي

Supporter



Strategic Partner



رابطة الإمارات لتنمية الفرانشايز
Emirates Association for Franchise Development

Organized by



غرفة أبوظبي
ABU DHABI CHAMBER

16 - 17 October 2018 17 - 16 أكتوبر

Abu Dhabi National Exhibition Centre مركز أبوظبي الوطني للمعارض



INVESTMENT OPPORTUNITIES AND EXCLUSIVE BRANDS

Organized by the Abu Dhabi Chamber, and supported by 12 franchising associations, the fifth edition of the International Franchise Exhibition (IFE) was a tremendous success and brought in more than 5,000 visitors to the show over the course of two days.

More than 300 brands from 120 companies were participated in the show.

International Franchise Exhibition (IFE) is an opportunity for local and international companies to expose their brand to the booming UAE economy and expand their business in the Middle East.

The exhibition will have participants from local and international companies specialized in a variety of fields such as tourism, hospitality, trade, health, education, food & beverage and retail, joined by franchise societies, associations and experts from various countries around the world, including UAE.

Franchising is an aggressively competitive industry and also a key business tool for investors and entrepreneurs.

Globally recognized brands established their position in the market and homegrown businesses ventured into new markets abroad.

WHAT DID IFE DELIVER IN 2017?



5000
ATTENDEES



3600 UNIQUE
VISITORS



+52 %
VISITORS



300+
EXHIBITING
BRANDS



120 EXHIBITING
COMPANIES



16 EXHIBITING
COUNTRIES



12 SUPPORTING
FRANCHISE
ASSOCIATIONS



2,925 SQM
EXHIBITION
AREA

WHY ORGANIZE IFE 2018?

IFE is an excellent platform for brand owners to showcase their business concept in front of +5000 visitors from 16 different countries

IFE aims to be:

- An ideal platform to highlight the trends and investments opportunities in franchise rights for local and international investors.
- One of the key franchising events and to enhance Abu Dhabi's position as an ideal international capital for such events.



EXHIBITION'S FEATURES

SHOWCASE OF INTERNATIONAL AND REGIONAL EXHIBITORS

The International Franchise Exhibition will welcome over 150 international and local exhibitors from over 10 different sectors. All exhibitors will travel to Abu Dhabi to connect, network and liaise with distinguished visitors from across the Middle East. Participating in IFE will expand your business connections and aid in reaching your business development goals

BUSINESS TO BUSINESS MEETING CONNECTIONS

The B2B meeting area is an exclusive feature of the International Franchise Exhibition. It allows participants to network in a private environment and encourages business deals and transactions to take place onsite.

EDUCATIONAL WORKSHOPS

The International Franchise Exhibition offers exclusive educational workshop sessions for all attendees to learn from the foremost experts in franchising.

The Educational workshops aim to provide the proper learning venue for participants to understand where they fit best in a variety of franchise opportunities.

INVESTMENT OPPORTUNITIES AND EXCLUSIVE BRANDS

TARGETED SECTORS



FRANCHISE
ASSOCIATIONS



GOVERNMENT
INSTITUTIONS



BANKS /
FINANCIAL
INSTITUTIONS



CONSULTANCY
SERVICES



DEFENCE / SAFETY
AND SECURITY



EDUCATION AND
TRAINING



ENERGY / OIL AND
GAS



FASHION



INTERIOR
DESIGNING



FOOD AND
BEVERAGE



HEALTHCARE AND
PHARMACEUTICALS



INDUSTRIAL /
MANUFACTURING /
MAINTENANCE



REAL ESTATE



TELECOM / IT /
TECHNOLOGY



TOURISM /
HOSPITALITY
MANAGEMENT /
LEISURE



TRANSPORT /
LOGISTICS



TRADE / RETAIL

REASONS TO EXHIBIT:

- Generate new sales leads with an expanding GCC market
- Meet face to face with business investors with high market demand
- Showcase innovative and unique business concepts to prospective Franchisees, SMEs and Entrepreneurs
- Network with International Franchise Experts
- Develop and strengthen your brand in the Middle East region
- Gain global and regional media exposure, enhance your company image and develop brand awareness
- A unique meeting place with potential attendees



EXHIBITORS' FEEDBACK

97%

of exhibitors planning to return and exhibit in 2018

92%

of exhibitors are satisfied with the quality of visitors

88%

of exhibitors are satisfied with the overall performance of the event

70%

of exhibitors participated to meet new clients

“

“I am the founder of Ka’ak Al Manara, and I took part for the first time in IFE this year to represent investment opportunities for my brand. I think the experience was better overall than we expected and I will surely be spreading a very positive message to all. Firstly, Turret and the Abu Dhabi Chamber of Commerce were supportive from day one, and executed an excellent event. And it has to be said that their pricing for the quality of investors they attract is excellent.

The quality of people and discussions we had over the two days were better than any similar conferences in the UAE market that we’ve experienced this year. We’ll definitely be back again next year and recommend this to anyone who is serious about franchising.”

**Ziyad Ayass, Managing Partner,
Ka’ak Al Manara**

“IFE was a nice exposure for Fine Hygienic Holding, we met potential investors and business expats too.”

**Rania Al Haddad, Business Studies &
Development Manager, Fine Hygienic Holding**

“Very high quality of attendees. IFE is a recommended event for every franchisor.”

**Dhawal Shah, Franchise Manager, The
Grooming Company**

“Feeling proud to participate in such international exhibition, IFE is a good chance of brand advertising and making people aware about our business.”

**Mounir Raffa, Chairman of Board, Al Sayadiyah
Co. Ltd.**



VISITOR PROFILE



INVESTORS



BUSINESS
OPERATORS



BUSINESS
OWNERS



DISTRIBUTORS



ENTREPRENEURS



FRANCHISEES



GOVERNMENT
INSTITUTIONS



INTELLECTUAL
PROPERTY RIGHTS



LEGAL
CONSULTANTS



LICENSEES



MALL OPERATORS



MASTER
FRANCHISEES



MASTER
LICENSEES



MEDIA



RETAILS



SERVICE
PROVIDERS

VISITORS' FEEDBACK

75%

of visitors plan on
attending the next edition
of the International
Franchise Exhibition

70%

of visitors attended both
days of the show



VISITORS' QUOTES



“I thank the Abu Dhabi Chamber of Commerce, speakers, and all contributors for their efforts as IFE was truly a reflection of their hard work. It's a great job well done.”

Ali Almoosa, Visitor

“The Conference program was very well arranged and the speakers were world-class. The speaker panels were really helpful and hopefully all the information collected from the show can benefit our business in both the long and short terms.”

Naif Alraddadi, Visitor

“This event provides a source of continuous feedback to all stakeholders looking to step into the franchising world or improving their current prospects.”

Masud Kayani, Visitor

