



Investment
opportunities and
exclusive brands



غرفة أبوظبي
ABU DHABI CHAMBER

INTERNATIONAL
FRANCHISE
CONFERENCE
& EXHIBITION



مؤتمر
و معارض
الفرانشايز
العالمي

14 th -15th December 2016 15 - 14 ديسمبر
Abu Dhabi National Exhibitions Company مركز أبوظبي الوطني للمعارض

www.ifce-ad.com

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

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 home grown businesses ventured into new markets abroad.



The 4th edition of the International Franchise Conference and Exhibition (IFCE) is an opportunity for local and international companies to expose their brands to the booming UAE economy and expand their businesses in the Middle East.

REMARKABLE SUCCESS FACTS ABOUT IFCE 2015

3500 Attendees over the course of two days ranging from delegates, VIPs and media.

275 Exhibitors representing 10 key sectors.

23 Countries represented.

20 Internationally-renowned speakers at the conference.

82% More visitors than IFCE 2014.



Why organize IFCE 2016?

- Abu Dhabi Chamber has organized three successful editions of the International Franchise Conference and Exhibition (IFCE) in the Emirate of Abu Dhabi in 2013, 2014 and 2015, as well as workshops and seminars, that had a significant impact on disseminating the franchising culture. Hence, several deals and franchise contracts were signed during and after (IFCE).
- IFCE plays an important role in developing the UAE economy and increasing its economical value where it will cover several aspects such as tourism, hospitality, trade, health, education, food & beverages and retail. Furthermore, it is one of the most important tools for expanding the investment and capital in the UAE.
- Encourage franchisees and SMEs to invest in various sectors rather than just concentrating on the food and beverages sector.
- Support the local small and medium enterprises and encourage them to expand worldwide.
- IFCE tends to support the development of local brands and expand their contribution to the global franchise market to promote a strong presence of the United Arab Emirates in the global economy.
- IFCE is an important platform to connect and communicate with worldwide Franchise Associations

EXHIBITION'S FEATURES

- **Showcase of International and Regional Exhibitors**



The International Franchise Conference and Exhibition will welcome over 300 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 IFCE will expand your business connections and aid in reaching your business development goals.

- **Full Conference Programme**



The International Franchise Conference and Exhibition offers an exclusive conference program for all visitors to the event. The conference program is specially designed by a dedicated conference team at the Abu Dhabi Chamber who have developed strong connections with the top names in the industry. With both international and regional speakers reflecting the leading names in the industry, the IFCE conference program is a leading opportunity to expand your knowledge. They will tell their stories of success and provide you with vital information that could help capitalize your business.

- **Business to Business Meeting Connections**



The B2B meeting area is an exclusive feature of the International Franchise Conference and Exhibition. It allows participants to network in a private environment and encourages business deals and transactions to take place onsite. It is free of charge which is another feature that distinguishes IFCE as the hub of the franchise industry in the Middle East.



• International Catalogue Showcase

The International Catalogue Showcase is an impressive Business-To-Business catalogue that showcases part of the International Franchise exhibition and Conference (IFCE). It is a simple and affordable way to connect with qualified buyers, licensing and joint venture partners without taking time out of your office to attend the show. No travel costs are required and the International Catalogue is free of charge for all qualified companies.

The International Catalogue Showcase is considered the most cost effective way to examine new markets and regions with an immediate measurement as a result of accurate feedback reporting.

How Does the International Catalogue Showcase Work?

- If you are interested in participating in the International Catalogue Showcase send us several copies of your catalogue to be displayed during the event.
- Provide us with a minimum of 5 catalogues and provide a 50 to 100 words company profile to display at the event and throughout promotional print material.
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- Visitors/Delegates will be encouraged to visit the International Catalogue Showcase to examine company profiles and collect print material. They will be welcomed to follow-up with companies of interest and continue the sales process.



Benefits of participating in the International Catalogue Showcase

- Expand your brand's reach in the Middle East market
- Position your catalogues in a professional setting in front of top industry names and contacts. The highly targeted audience at the International Franchise Conference and Exhibition are the top industry leaders who are interested in making deals.
- Benefit from the marketing of the International Franchise Conference and Exhibition to expand your client base across the GCC and internationally.
- Showcase innovative and unique business concepts to prospective franchisees, SMEs, and Entrepreneurs at the International Catalogue Showcase.

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 beverages
- Healthcare and Pharmaceuticals



- Industrial / Manufacturing / Maintenance
- Real Estate
- Telecom / IT / Technology
- Tourism / Hospitality Management / Leisure
- Transport / Logistics
- Trade / Retail

REASONS TO EXHIBIT:

1. Generate new sales leads with an expanding GCC market;
2. Meet face to face with business investors with high market demand;
3. Showcase innovative and unique business concepts to prospective Franchisees, SMEs and Entrepreneurs;
4. Network with International Franchise Experts;
5. Display your company in the International Catalogue showcase;
6. Develop and strengthen your brand in the Middle East region;
7. Gain global and regional media exposure, enhance your company image and develop brand awareness; and
8. Access a unique meeting place with potential attendees.

EXHIBITORS' FEEDBACK

89 %

89% of exhibitors agreed that participating at IFCE is essential to their company objectives

90 %

90% of exhibitors recommended exhibiting in the event

91 %

91% of exhibitors planning to return and exhibit in 2016

88 %

88% of exhibitors rated the quality of attendees as excellent

89 %

89% of exhibitors were successful in meeting their event objectives

EXHIBITORS' QUOTES

"The International Franchise Conference and Exhibition is an excellent initiative to get franchisees, franchisors and investors from all over the globe under one roof to discuss opportunities. We are pleased with the event and look forward to the next iteration."

Imran Rashid, 3SC Technologies LLC

"Great show, and already looking forward to exhibiting at 2016's version! It is a fantastic platform to generate new sales leads and meet high net-worth investors. "

Pankaj Gulati, Marka Holding

"We were pleased to be part of IFCE 2015 and certainly look forward to exhibiting next year. I would like to thank the organizers for all their efforts and wish them success in the next edition of the show."

Ahmed Abu Hindi, Bayt Al Aqarat



VISITORS' FEEDBACK

95 %

95% of visitors plan on attending the next edition of the International Franchise Conference and Exhibitions

91 %

91% of visitors agreed that the event offered exceptional networking opportunities, informative forum, speakers, and explored new ventures

73 %

73% of visitors intended to make a purchase from an exhibitor within the next 12 months

64 %

64% 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 IFCE 2015 was truly a reflection of their hard work. It's a great job well done."

Ali Almoosa, Visitor

"The seminar program was very well arranged and the speakers were world-class. The discussion 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



VISITOR PROFILE

- VIPs
- Dignitaries from the government
- Students
- Associations
- Banks/Financial Institutions
- Consultancy Services
- Consumer Goods
- Education and Training
- Energy/Oil and Gas
- Fashion/Interior Designing
- Food and Beverages
- Government Institutions
- The Media
- Real Estate

BOOK YOUR STAND

To discuss the opportunities for your company at the IFCE 2016, or to view the floor plan and to book your stand today.

Contact:

T: +971 2 234 8414

E-mail: ifce2016@adcci.gov.ae

STAND PACKAGES

Shell Scheme: 1000\$ (6 SQM)

Space Only: 500\$ (6 SQM, minimum 12 SQM)

Contact the Sales team to put together a tailored package for you.

