



# 2022 Meeting & Business Rounds May 26 to 28 Buenos Aires, Argentina



Host



Sponsors



LARURAL  
PREDIO FIERAL DE BUENOS AIRES

Expo Organization



Supporters



Ministry of Foreign Affairs,  
International Trade and Worship  
Argentina



# Expo Franchising + WFC & FIAF Meeting – Argentina 2022



Photographs from Franchise Expo 2019 and current Van Gogh Immersive expo.

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**EXPO FRANQUICIAS**  
ARGENTINA  
27ª Exposición Internacional

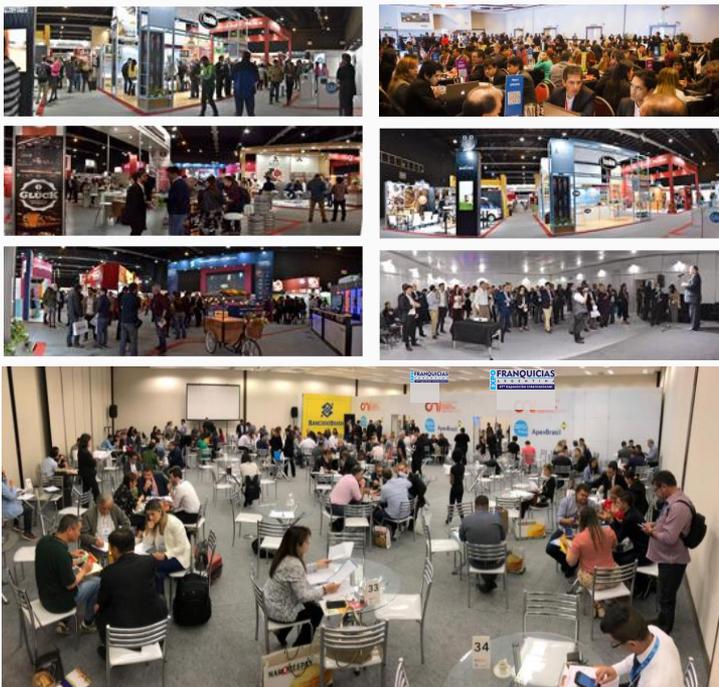
- Where: **La Rural – Ocre pavilion**
- When: **26–27 de mayo (2 days)**
- Exhibitors: **100 brands**
- Visitors: **7000 people**



- Where: **La Rural – conference room**
- When: **may 25 – 28 (4 days)**
- Participants: **13 FIAF & 46 WFC members**

- Expo Franchising Argentina as well as WFC & FIAF Meetings will be held simultaneously at La Rural in the city of Buenos Aires, Argentina.

# Franchise Business Rounds – May 26–28 Buenos Aires 2022



In the context of Expo Franchising Argentina 2022 and the 1st WFC & FIAF Meetings 2022, there will be **business rounds among the members of the national associations** (franchisors, suppliers, etc.) that are willing to connect with Argentine companies for the purpose of:

- **Importing products and/or services from and Argentina,**
- **Exporting products and/or services to Argentina,**
- **Developing an Argentine franchise outside Argentina**
- **Developing a foreign franchise in Argentina**

## Franchise Business Rounds – Agenda of planned activities

	May 25 Wed	May 26 Thu	May 27 Fri	May 28 Sat	May 29 Sun
Morning	Arrivals all day	Free Morning	Business Rounds	City tour	Departures all day
Afternoon		Expo Opening + Business Rounds	Business Rounds	Shopping Tour	
Evening		Welcome Cocktail	Gala Dinner	Cultural Activity	

## Franchise Business Rounds – Proposal: What is included

- **One double hotel room** (for 2 persons) **with breakfast** for four (4) nights (May 25 to 28 included).
  - Hotel/s to be confirmed upon availability on the date of reservation. References: Sheraton Buenos Aires, Kenton Palace Buenos Aires.
- **The following expenses are included:**
  - Transfer hotel/planned activity/hotel,
  - Lunches and breaks during May 26 and 27,
  - Welcome cocktail on the evening of Thursday May 26,
  - Gala dinner on Friday May 27,
  - Tour "Discover Buenos Aires" on Saturday 28 (does not include lunch, snacks and dinner).
- **Preliminary confirmation** must be given **before Friday April 15.**
- **Final and definitive confirmation** must be given **before Tuesday April 26.**
- **Cost per participant: US\$ 1,600.-**
  - Cost for additional participant sharing the same room: US\$ 1000.-

## Franchise Business Rounds – Discover Argentina Tours



Additionally to the business rounds, we are offering the possibility of doing very interesting tours in Argentina prior to the business rounds, at very convenient costs thanks to the partnership with Al Mundo operator. There are four optional 4 days/3 nights “Discover Argentina” tours to iconic destinations in Argentina.

May 21 Sat	May 22 Sun	May 23 Mon	May 24 Tue	May 25 Wed	May 26 Thu	May 27 Fri	May 28 Sat	May 29 Sun
Discover Argentina Tours (optional)				Arrivals all day	Business Rounds		Discover BA City Tour	Departures

# Discover Argentina Tours – 4 Irresistible Options



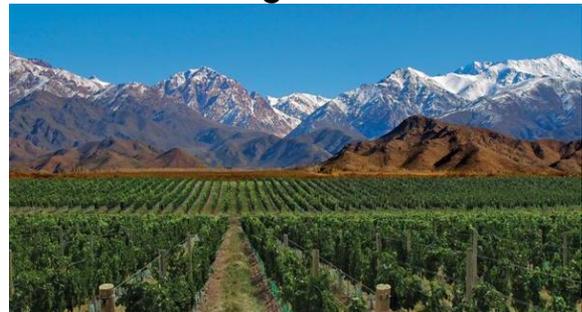
## Salta – The colorful Andes



## Amazing Iguazú Falls



## Mendoza – Argentina wines



## Ushuaia – The end of the World



**IMPORTANT:** All the cost of these tours Will be covered by visitors opting to purchase them.

# Discover Argentina Tours – Tours Costs



## Amazing Iguazú Falls

Costs include air tickets, hotel for 3 nights and Hotel-Airport transfers



**Raices Esturion Iguazu** ★★★★★  
Avenida Tres Fronteras 650

Reserva FLEX

1 hab. para 2 personas.

**Vuelo a Puerto Iguazú** Ver detalle

AEP	Directo	IGR	IGR	Directo	AEP
18:20		20:10	16:00		17:55
Incluye 1 equipaje de bodega			Incluye 1 equipaje de bodega		

From USD 1100  
2 people

## Mendoza – Argentina Wines



3 noches

**Hotel Raices Aconcagua** ★★★★★

### Vuelo a Mendoza Ver detalle

⇒	Flybondi		
AEP	Directo	MDZ	
06:00		07:50	
⇐	Flybondi		
MDZ	Directo	AEP	
10:50		12:25	

From USD 1000  
2 people

**IMPORTANT:** Hotels and flights of reference may change upon availability on the date of confirmation.

# Discover Argentina Tours – Tours Costs



## Salta & the colorful Andes

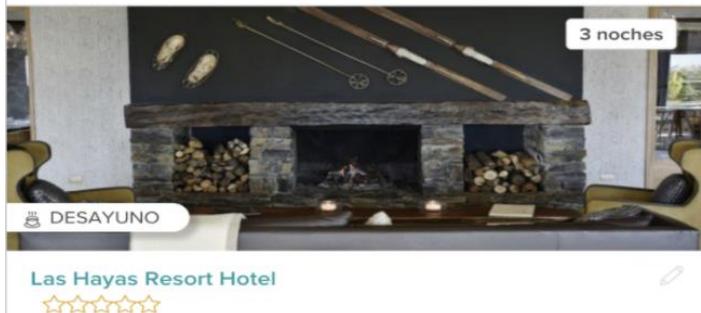
Costs include air tickets, hotel for 3 nights and Hotel-Airport trasfers



Vuelo a Salta <a href="#">Ver detalle</a>		
⇒		Flybondi
AEP	Directo	SLA
20:20		22:30
⇐		Flybondi
SLA	Directo	AEP
09:55		12:00

From USD 1300  
2 people

## Ushuaia – The end of the world



Vuelo a Ushuaia <a href="#">Ver detalle</a>		
⇒		Aerolíneas Argentinas
AEP	Directo	USH
04:30		08:05
⇐		Aerolíneas Argentinas
USH	Directo	AEP
16:15		19:35

From USD 1600  
2 people

**IMPORTANT:** Hotels and flights of reference may change upon availability on the date of confirmation.

# Current COVID-19 Situation in Argentina (same across regions)



- Cases sharply decreasing for the last weeks

## PERSONAS VACUNADAS



- High proportion of population fully vaccinated

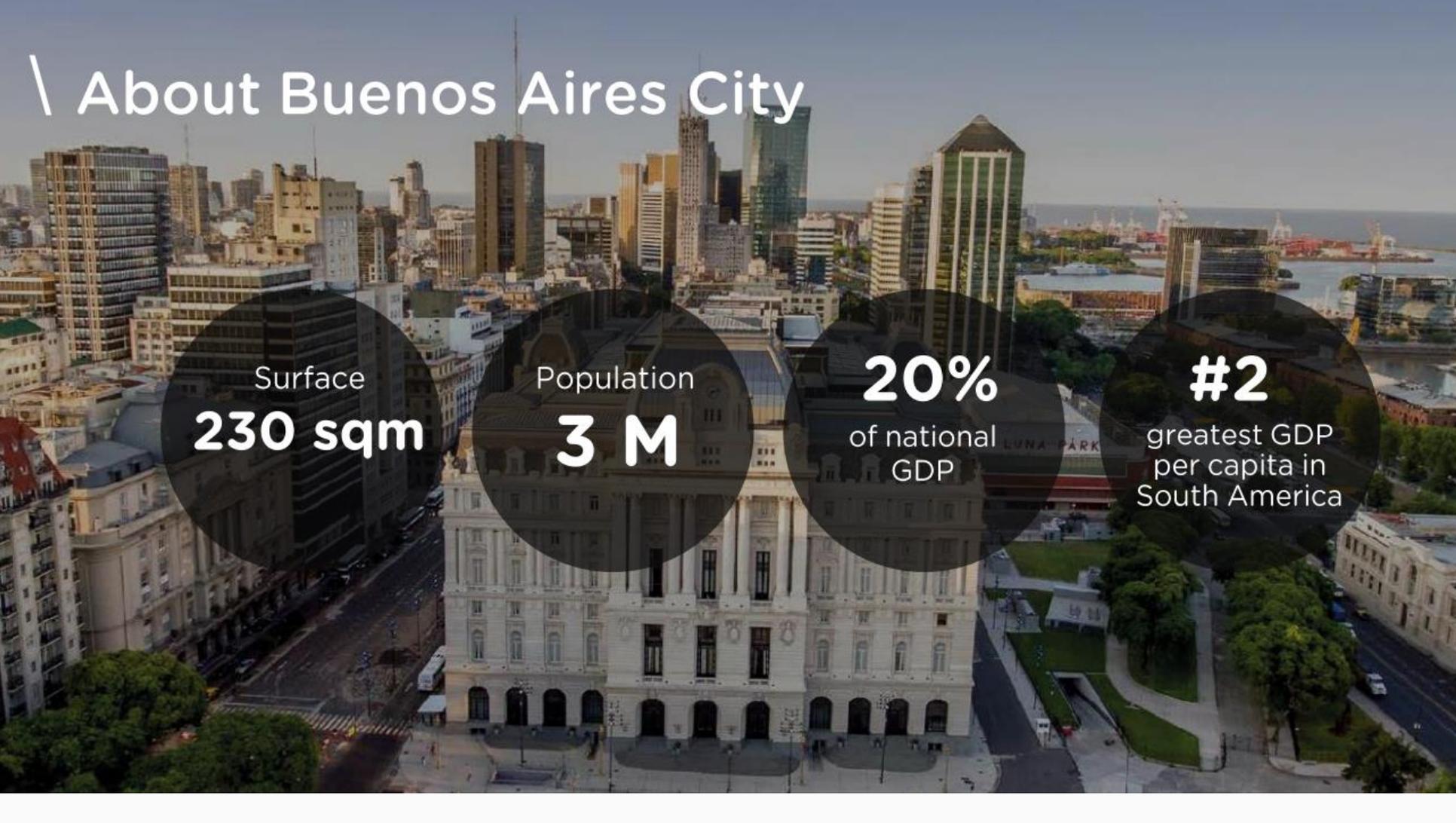
Source: La Nación newspaper, february 22; 2022

# \ Buenos Aires and the world



Buenos Aires

# \ About Buenos Aires City

An aerial photograph of Buenos Aires, Argentina, showing a dense urban landscape with numerous skyscrapers and older buildings. In the foreground, a large, ornate, light-colored building with many windows is visible. The city extends to the waterfront on the right, where a harbor and some industrial structures are visible. The sky is clear and blue.

Surface

**230 sqm**

Population

**3 M**

**20%**

of national  
GDP

**#2**

greatest GDP  
per capita in  
South America

# Economic activity & composition

+USD  
60 Billion

GDP



70%

Services



14%

Commerce



9%

Manufacturing  
industry



5%

Construction



2%

Others



# \ Unique human capital



**#1**

most attractive  
city in Latin  
America for  
investment

Source: Global Power  
City Index 2021



**#1**

in English  
proficiency  
in the region

Source: EF English  
Proficiency Index 2020



**#3**

city with most  
entrepreneurial  
talent in the  
region

Source: Global Startup  
Ecosystem Index 2021



**8**

local unicorns



tiendanube

# \ Academic ecosystem



# #1

## best student city in Latin America

Source: Ranking QS  
"Best Student Cities" 2020

# 41

## Universities

Leading with São Paulo and Santiago  
as the Best Universities of South  
America

# + 800 k

## College students

# + 111 k

## Applied sciences students

# + 92 k

## Foreign students

# \ Great place to live in

▼  
**#2**

best city to live  
in Latin America



Source:  
The Economist 2021

▼  
**#2**

safest city in  
Latin America



Source:  
The Economist 2019

▼  
**+280**

#5 city in the  
world in number of  
theaters



Source: World Cities  
Culture Report 2019

▼  
**+1050**

parks



▼  
**+600**

hotels



▼  
**+2700**

restaurants



Don Julio  
**#1** restaurant  
in Latin America



The gateway to the  
Franchising World  
in Argentina