



BUYBRAND EXPO

10 - 12 SEPTEMBER '18

MOSCOW. EXPOCENTRE

Organizers:



General
media partners



*EASY ACCESS
TO THE RUSSIAN
MARKET*

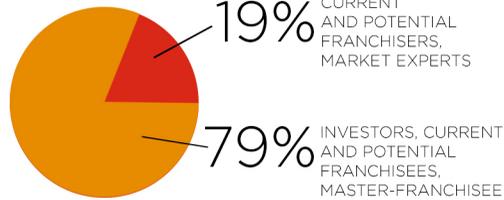


TOTAL AMOUNT OF VISITORS

8053



28 COUNTRIES



300

ENTREPRENEURS VISITED BUSINESS FORUM

INVESTMENT POTENTIAL



TOTAL INVESTMENT POTENTIAL OF VISITORS EXCEEDS \$1 BILLION.

SECTOR OF INTEREST*



6%

MANUFACTURING



47%

HORECA



51%

RETAIL



46%

SERVICES



*Kazakhstan, Armenia, Uzbekistan, Ukraine, Azerbaijan, Turkey, Tajikistan, Israel, UAE, Belgium, Kirgizstan, Hungary, Spain and others.

*TOTAL AMOUNT EXCEEDS 100% AS VISITORS COULD CHOSE MORE THAN ONE OPTION

TOTAL AMOUNT
OF PARTICIPANTS

60 - 400

230
BRANDS

24
COUNTRIES

CONTACTS
each company gained during three days

FRANCHISE CONCEPTS
BY SECTOR



TESTIMONIALS



Benjamin Simon

Vice-President, International development
Carl's Junior

To have a platform like BUYBRAND Expo is very good. We were extremely pleased, especially on the first day, when we had a lot of qualified people on our stand. Those were people, capable of opening not only a single unit, but multiple ones.



Reinhold Sherf

COFFEESHOP COMPANY, Founder

I'd like to say, that such exhibition as BUYBRAND Expo is important for the whole market. We see that a lot of potential clients are coming here to find new concepts, brands. So, I want BUYBRAND to exist for a long time, so we can promote our products.



Andrew Withers

Southern Fried Chicken, Founder

I'm impressed with BUYBRAND this year! We're very pleased with contacts we've gained here. It has also become essential meeting point not only for new franchising partners, but our existing network. So, we have visitors from all parts of Eastern Europe, because BUYBRAND - is number one in that region.



Aleksandr Mekhrishvili

Business Development Director for Cofix in Russia

BUYBRAND Expo is a very interesting, live and dynamic exhibition. Here we can meet a lot of different people. For example, I got acquainted with an entrepreneur from India who was looking for a franchise to open in his native country.



Christian Michel

Vice President Development Central & Eastern Europe, Wyndham Hotel Group

BUYBRAND Expo is always special for us, because usually we go to hotel-themed exhibitions. Here we're surrounded by different concepts and it's very interesting for potential hotel-owners because you can use some of the complete solutions in hotel. Also, here we can get a lot of interesting leads in a short period of time.



Friedrich Naumann

Director General, Tamaris

We have been participating in BUYBRAND Expo for a few years already and we are very pleased with the audience. We have already opened a few franchise shops with partners that we had met on the previous expo and we believe that this year will be even more productive.



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