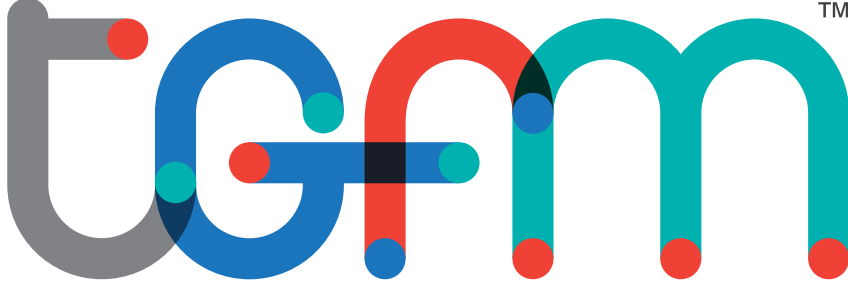


Under the patronage of
Dubai Economy
Dubai, United Arab Emirates

تحت رعاية
اقتصادية دبي
دبي، الإمارات العربية المتحدة

4th Edition



The **Global Franchise Market**

المعرض والملقى العالمي لحقوق الامتياز

5-6 NOVEMBER 2019

DUBAI INTERNATIONAL CONVENTION AND EXHIBITION CENTRE

globalfranchisemarket.com

Organised by



Strategic Partner & Co-Founder



Strategic Partner & Platinum Sponsor



The Global Franchise Market (TGFM) is the leading franchising event in the Middle East and is a dedicated platform for franchisors to connect with investors and franchisees seeking diversified investments and business partnerships.

WHO EXHIBITED?



71

Exhibitors

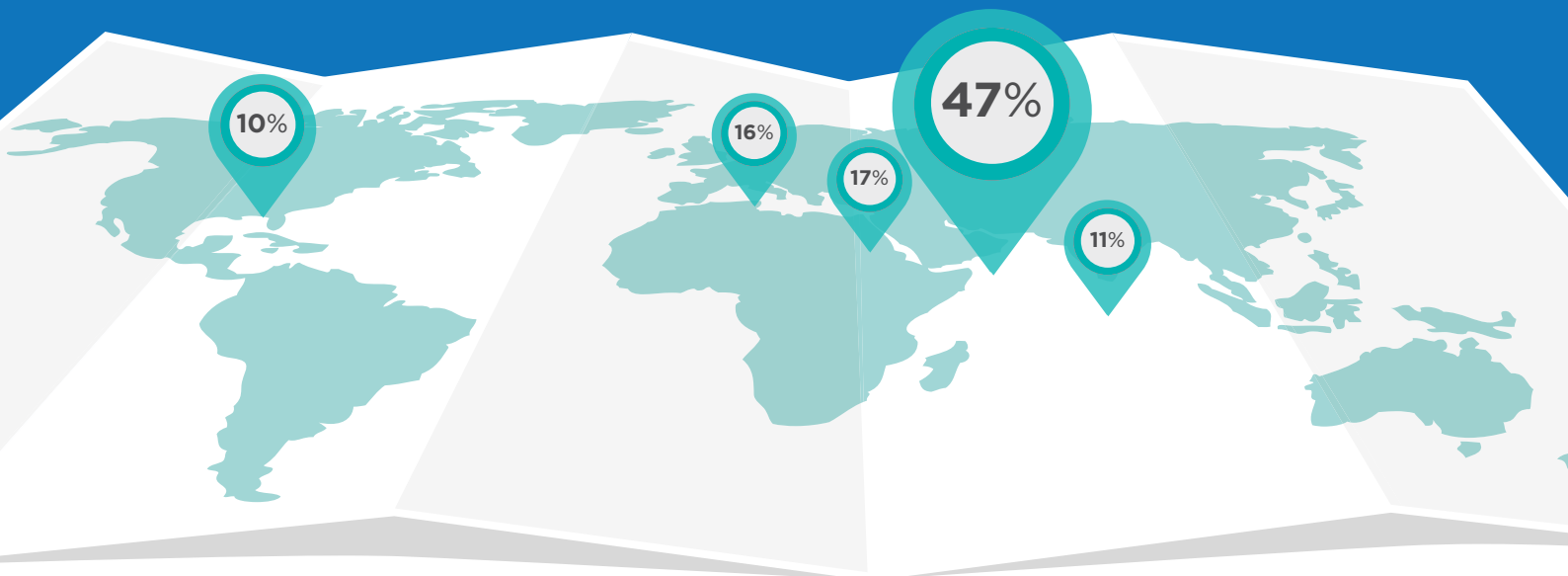
(+35% comparing to 2017)



90

Exhibiting Brands

From 20 Countries



UAE and rest of the GCC



Levant and the rest of the Middle East



Europe



Indian Subcontinent and Asia Pacific



America



I have been exhibiting at TGFM for 3 years now and I have always found the show to be valuable for us as far as meeting qualified buyers is concerned. At TGFM, we met a company who later became a master franchisee for 20 units in Saudi Arabia over 5 years. TGFM has positioned itself as the leader in this market based on its ability in attracting qualified franchisees and investors. I will definitely be here next year!

Fadi Ghaly
Co-founder - **UNDER500**



There is a great number of participating brands here in TGFM, and the investors coming to this show are serious about seeking investment opportunities. The discussions we had in the show gave us an opportunity to explain who we are and what we do best and learn more about the investors' businesses. During the event, we were in discussions with the right people who can represent us and that means business.

Wael Chehade
VP for International Development - **Mary Brown's Chicken & Taters**

3 COUNTRY PAVILIONS



KUWAIT



MALAYSIA



CANADA

Exhibitors Represented 6 Different Sectors



F & B



Services



Others
(i.e. banks, car service centres)



Health and Beauty



Education



Retail

70%

Exhibitors are very satisfied with TGFM

63%

Generated an average of 6 serious business deals within 2 days

64%

Entered into a new market because of TGFM

60%

Generated new sales leads during the event

81%

Confirmed TGFM is the best franchise exhibition to penetrate and/or develop their presence in the region

66%

Confirmed their presence at TGFM 2019



WHO ATTENDED?

1,356 Visiting Companies representing more than **2,000** Franchisees and Investors and **60%** of our visitors were Decision Makers.



84%

FRANCHISEES

Looking for new opportunities



16%

INVESTORS

(i.e. corporate investor, individual investor, real estate & mall developer)

Franchisees visiting **TGFM** are operating in the following sectors:

34%

F & B

12%

Services & Maintenance

11%

Retail

6%

Health and Beauty

5%

Hospitality

32%

Others
(i.e. banks, automotive centers)

TOP 10 VISITING COUNTRIES

1



UAE

2



KSA

3



KUWAIT

4



OMAN

5



LEBANON

6



EGYPT

7



IRAQ

8



BAHRAIN

9



ALGERIA

10



NIGERIA

Geographic Breakdown



UAE



Rest of the GCC



Rest of the
Middle East and Africa



Indian
Subcontinent and
rest of Asia



Europe



Others

Visitors' Interests



F & B



Retail



Health and
Beauty



Management and
Consultancy



Services



Supplies



Hospitality



Education



As the world's first Quick Mobile Restaurant (QMR) app, we were absolutely proud to be part of TGFM and also be operating in Dubai.

Nathen Mazri
Founder & CEO - **GarfieldEats**



We were expecting to meet investors who wanted to set up business in Dubai, but we came across investors from all around the region who were interested in establishing businesses back in their home countries. TGFM helped us not only to reach out to investors in the Middle East, but also in other parts of the world.

Peh Yi Han
Chief Operating Officer - **Mulberry Learning**



The visitors who visited our stand were investors who wanted to diversify their business. We were happy to present Bacio Nero at TGFM, and we will definitely see you next year!

Damaride Onotaro
Director General - **Bacio Nero**



TGFM has had a huge impact on us. TGFM is a great platform for brands who want to grow because it provides the right connections and it has been very engaging.

Ayesha Kouwatly
Chief Operating Officer - **SpotOn Ambassador**





Join TGFM

- Be part of the leading and unique exhibition dedicated to the **Franchise Community** and based in Dubai, the economic hub for the Middle East.
- Meet with **'pre-qualified'** investors actively seeking new franchise brands and having the capital to invest between **USD 100,000 and USD 2,000,000** within the coming 12 months.
- Connect with investors from **high-growth markets** in the Middle-East and Africa such as the UAE, KSA and other GCC countries as well as Egypt and key nations in Africa.
- Have access to a **diversity of franchise investors** meeting your requirements: exclusive franchise, master franchise, area development or single units.
- Benefit from our **exclusive business-matchmaking platform** that will enable you to schedule meetings in advance with selected companies looking for your profile.

Why is the Middle-East an interesting and promising market for your business?

GCC countries are leading the growing franchise economy in the Middle East and Egypt is the leading franchising destination among African countries. Thanks to a population of 1.4 billion, a GDP of US\$1.9 trillion, a rich customer base combined with a business-friendly environment, the GCC (KSA, UAE, Kuwait, Bahrain and Oman) offers the biggest opportunity for existing and potential franchisors and franchisees in the Middle East and Africa.

Alone, the UAE is one of the largest and most dynamic franchise market in the Middle East and Africa with more than US\$18 billion invested in the sector and a 2 digit growth. Franchise market in the UAE is set to grow immensely owing to a number of factors:

- **Business-friendly policies and regulations**
- **Strong economic growth**
 - High purchasing power among consumers
 - Consumption patterns
 - Increasing penetration of international franchise brands.
- **The Franchise Economy in Dubai alone represented US\$30 billion in 2017**

Food and beverage (particularly fast food) is the biggest sector. However, there is a growing demand in Education, Services & Maintenance, Retail, Entertainment and Health & Beauty.

Various sources



The Marketing Power of TGFM

- A database of **8,332 contacts** of prequalified franchisees and investors from the Middle-East, Africa and Indian Sub-Continent.
- **168 e-marketing campaigns** over 12 months.
- A committed **tele-marketing team** extensively pre-qualifying investors and exhibitors' needs for the match-making program.
- A communication campaign of 50 messages including **display and advertorial on websites and publications**.
- A **dedicated Media team** issuing regular press releases to regional and international media on both the event and participant's novelties.
- **Intensive Social Media posts and adverts** all year through on several platforms like Instagram, Facebook, Twitter and LinkedIn with a cumulative number of followers.
- **A Google Ads Key words campaign** in the GCC

2018 Press Coverage



+18

PRINTED ARTICLES



+52

ONLINE NEW ARTICLES



+10

RADIO INTERVIEWS



+7

TV INTERVIEWS



+27

INTERVIEWS CONDUCTED



MARK YOUR CALENDAR

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TGFMEvent



TGFM_Event



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