

INTERNATIONAL
FRANCHISE
EXHIBITION



معرض
الفرانشايز
العالمي

22-23 October **2019**

23-22 أكتوبر

Abu Dhabi National Exhibition Centre

مركز أبوظبي الوطني للمعارض

INVESTMENT
OPPORTUNITIES
AND EXCLUSIVE
BRANDS



Healthcare



Education



F&B



Real Estate



Fashion



Tourism



Trade/Retail



Transport

www.ife-ad.com



غرفة أبوظبي
ABU DHABI CHAMBER



WORLD
FRANCHISE
COUNCIL



رابطة الإمارات لتنمية الفرانشايز
Emirates Association for Franchise Development

WHAT DID IFE DELIVER IN 2018?



4921
ATTENDEES



+52 %
VISITORS



500+
EXHIBITING
BRANDS



142 EXHIBITING
COMPANIES



11 EXHIBITING
COUNTRIES



10 SUPPORTING
BUSINESS
COUNCILS



3,400 SQM
EXHIBITION AREA

WHY ORGANIZE IFE 2019?

IFCE is an excellent platform for brand owners to showcase their business concept in front of +4000 visitors from different countries

IFE aims to be:

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

INVESTMENT OPPORTUNITIES AND EXCLUSIVE BRANDS



Organized by the Abu Dhabi Chamber, the sixth edition of the International Franchise Exhibition (IFE) was a tremendous success and brought in more than 4,000 visitors to the show over the course of two days.

More than 500 brands from 142 companies participated in the show.

International Franchise Exhibition (IFE) is an opportunity for local and international companies to expose their brands 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.

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:

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. Develop and strengthen your brand in the Middle East region
6. Gain global and regional media exposure, enhance your company image and develop brand awareness
7. A unique meeting place with potential attendees

EXHIBITION FEATURES



SHOWCASE OF INTERNATIONAL AND REGIONAL EXHIBITORS

The International Franchise Exhibition will welcome over 100 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

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.



HEAR ABOUT THE SUCCESS OF IFE 2018 FROM OUR EXHIBITORS:

“The exhibition was our first, so our opinion is not attested against previous experiences. We enjoyed being at the exhibition and seeing other businesses alongside us as well as meeting possible investors and people interested in franchising”.

Miral Bushnaq, Marketing Strategist, Gravity Calisthenics Gym

“Very happy that we were part of IFE 2018, It was truly great experience and a big plus for our company”.

Gordana Aleksic, Event Manager, Leopolds of London

“It was a successful event for us and we were able to meet many potential investors and also franchisors who would like to use our services, overall, it was a good event”.

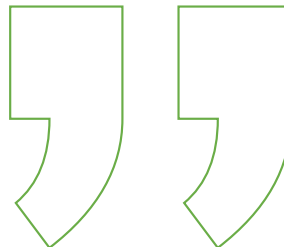
Kausser, Marketing Director, Kayzed Consultants

“Good platform to meet high networth customers”.

Vishal Nair, Marketing Support Manager, Bin Hamoodah Group

“Excellent standard of attendees, good footfall, consistent throughout the day”.

Chris Daniels, COO, Freedom Pizza.



EXHIBITORS' FEEDBACK



of exhibitors planning to return and exhibit in 2019



of exhibitors are satisfied with the overall performance of the event



of exhibitors are satisfied with the quality of visitors

VISITOR FEEDBACK



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



of visitors rated their visit to the show as successful

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



EXHIBITING RATES

SHELL SCHEME STAND:

\$ 225 per SQM (minimum 9 SQM)

Stand includes (walls, fascia, carpet, signboard, spot lights & 13amp power socket, counter, table and 2 chairs)

SPACE ONLY:

\$ 200 per SQM (minimum 24 SQM)

Marketing benefits you get when booking a stand:



LOGO ON THE WEBSITE



LOGO AND PROFILE IN THE SHOW GUIDE



3 EXHIBITOR BADGES TO THE EVENT



SOCIAL MEDIA PUBLICITY

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

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BOOK YOUR STAND



To discuss the opportunities for your company at the IFE 2019, or to view the floor plan and book your stand today,

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