

Under the Patronage of
H. E. Shaikh Hisham bin Abdul-Rahman Al Khalifa
 Governor of the Capital Governorate

Supported by




BAHRAIN
**FRANCHISE &
 DINE EXPO**

8th - 9th
Nov 2017
 Time
 10 am. to 7 pm.



Strategic Partner

Organized by:



Venue





Exhibition : Bahrain Franchise & Dine Expo
 Date : 8th to 9th November 2017.
 Time : 10 a.m to 7 p.m.
 Venue : Crowne Plaza Bahrain.
 Place : Kingdom of Bahrain.

FRANCHISE

INVESTORS

WORKSHOPS

AWARDS

Organized by



International Supporters



Media Partners



Introduction

Bahrain Franchise & Dine Expo presents a unique marketplace for Bahrain's growing franchise industry and Small and Medium Entrepreneurs (SME's). The objective of this event is to enable SME's to explore various business prospects, gain knowledge & insights on the latest development and opportunities in the franchise industry regionally & globally.

The Dine section of the event is the only event of its kind in Kingdom of Bahrain that can offer your company a business platform to showcase your products and services to potential customers and business partners from the dining industry in just 2 days, the section promotes F&B trade enabling suppliers of F&B sector to showcase the tastes, trends and innovations that are shaping the future of food and beverage consumption worldwide.

The event will also provide exhibitors with the opportunity to showcase their brands and services in a professionally organised show and meet face-to-face with a highly-targeted audience of potential buyers, investors, franchisees, entrepreneurs and industry professional to establish a partnership and generate new business.

Take the next step in finding the right brand you been searching, This event is your opportunity to meet with representatives from top franchise concepts who want to expand or develop in your country. Gather all the information you need to find the franchise that matches your skills and budget. Save hours of research time, compare opportunities and source valuable information in a formal, no-pressure atmosphere..

This is a fabulous chance to accomplish a year's worth of marketing, brand- building, networking and deal-signing. Bahrain Franchise & Dine Expo provides unlimited opportunities to find new business leads and showcase innovative products.

Leading global and homegrown franchisors are brought under one roof to facilitate investors with analyzing franchise agreements and evaluating opportunities that can minimize risks and can fit well into existing Business operations.

- A hallmark event that draws business youth, local people, trading community, visitors, franchise buyers, aspiring entrepreneurs, channel partners, distributors all under one roof to discuss expansion plans and celebrate business community's success which gives entrepreneurs an opportunity with a chance to learn and interact with the industry experts.
- Bahrain is now rated as "The most successful Business Investment sector in GCC", which allows you to grow your business and extend your reach in the Middle East.
- Meet hundreds of visitors looking for the perfect franchise or business opportunities.
- A unique platform where you meet potential and aspiring entrepreneurs looking for growth in their own successful businesses and want to start exposing their retail brand to existing and retail investors in the market. Over 5000 potential investors from Middle Eastern Countries shall attend BFD EXPO for networking, deal making and Business Opportunities identification.
- Network with new / existing partners and further develop business relationship
- Opportunity to promote and market your brand and expand your Franchise network in Middle Eastern Countries.



The Features:

Master Licensing Matchmaking

Matching you, one-to-one, with Master License Brands.

Many of the international brands exhibiting at the show are not currently trading in the Bahrain, and are therefore offering you the opportunity to acquire the Master Franchise License. This will provide you with the exponential benefits of being responsible for not just one, but a whole network of these Franchises in Bahrain.

Our matchmaking service will enable you to have a 1-on-1 meeting with the Franchisor of the brand that you are interested in, allowing you to have exceptional access to gain an in-depth understanding of the brand and question the Franchisor.

Finance, Legal and Franchising Advice

Your chance to book a free appointment with one of our Franchise experts.

If you're looking for expert information on any of the topics below, let us know and we'll match you with an expert at the show to discuss whatever questions you may have:

- Finance - Find out how much you can borrow, different borrowing options, and what you will need to provide.
- Legal-Discuss the many legal aspects of buying a franchise.
- Franchising Your Business - If you want to franchise your business, whatever stage you're at, get all the answers to your questions here.



INVESTORS SEMINAR

With Franchise Experts & Exhibitors



Areas of Discussion:

- Opportunity Identification & Qualification process
- Key skill sets for early-stage entrepreneurship
- Entrepreneurship in the informal sectors- Spotting New Opportunities
- Managing cash flows and minimizing risk
- Leveraging Expertise - Legal. Marketing. Accounting. Human Resources. Technology
- Moving from a Start-up to Small Business to a large enterprise

Why is this Seminar Important?

From Investors perspective :

- Direct opportunity to the investors to come face to face and interact with the speakers
- Fresh ideas and new opportunities
- Learns the tricks of the trade from Franchisors
- Gets an opportunity to become entrepreneur
- Scope to associate with well-known brands
- Lands into a safe & secure franchise agreement



BAHRAIN FRANCHISE & DINE EXPO

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BAHRAIN COMES TOGETHER FOR ITS FIRST FRANCHISE & DINE EXPO



L to R : **Mr. Esam Hammad** (Snr. Manager, Tamkeen), **Mr. Yajur Damani** (Komandor M.E.), **Dr. Khalid Al-Sharafa** (MENAFA), **H.E. Hassan Abdulla Al-Madani** (Deputy Governor of Capital Governorate), **Mr. Benoy Kumar** (QMS), **Mr. Prado** (QMS), **Mr. Hisham Alawi Hamza Al-Saken** (Director of facility & Services, BTEA), **Mr. Isa Al-Zobari** (MENAFA)

July 24 th 2017, The press Launch of Bahrain Franchise and Dine Expo 2017 was hosted by the organizers Quick Media Solutions(QMS) and Middle East and North Africa Franchise Association (MENAFA) at crown plaza Bahrain. The Press launch by attended by many dignitaries from government organizations and Private firms The Chief Guest for the launch was Patron **H.E. Shaikh Hisham bin Abdul-Rahman Al-Khalifa** Governor of the Capital Governorate represented by the deputy patron, **H.E. Hassan Abdulla Al-Madani**, Deputy Governor of the Capital Governorate, **Hisham Alawi Hamza Al-Saken** as Director of Facilities and Services for Bahrain Tourism and Exhibition Authority (BTEA) and **Mr. Esam Hammad**, Senior Manager –Partnership & Advisory Services from Tamkeen– Strategic partners



Mr. Jacob Jijo from QMS sharing his Ideology & Vision for Bahrain Franchise & Dine Expo 2017.

Bahrain Franchise & Dine Expo is the first Franchise Expo to showcase Regional and International franchisors from various sectors like Education & Training, F & B, Specialty Retail, Fashion & Lifestyle, Health & Wellness, Financial services, Real Estate, Construction, Business suppliers and many more. The Dine section of the event is the only event of its kind in Kingdom of Bahrain that can offer a business platform to showcase your products and services to potential customers and business partners from the dining industry in just 2 days, the section promotes F & B trade enabling suppliers of F& B sector to showcase the tastes, trends and innovations that are shaping the future of food and beverage consumption worldwide.

Our vision for this expo is to make Bahrain the hub for introducing foreign brands into the Middle East Region and to promote regional brands into the global market and with the support of our international Partners, Regional Government organizations, Enterprises, and Expertise this vision is marching towards its reality.

Our mission for the expo is very clear and that is to develop and support all our emerging Entrepreneurs, Start-ups, SME's and individuals to build their Professional networks and provide them with expertized end to end support with seminars, and educational conferences so that they explore the right prospect and find the right business to start-up.



Honoring: **H.E. Hassan Abdulla Al-Madani** by **Dr. Khalid & Mr. Benoy Kumar** for the Support of Bahrain Franchise & Dine Expo



Honoring: **Mr. Hisham Al-Saken** Representing Bahrain Tourism and Exhibition Authority by the Organizing committee



Honoring: **Mr. Esam Hammad** Representing TAMKEEN- Strategic partner by the Organizing committee

The press launch also had many other honorable official dignitaries, Media professionals and guests, who have joined for the Launch of **Bahrain Franchise & Dine Expo 2017**.

Bahrain Franchise & Dine Expo is held Under the Patronage of **H.E. Shaikh Hisham bin Abdul-Rahman Al-Khalifa** Governor of the Capital Governorate and Strategic Partners Tamkeen on November 8 th and 9 th 2017 at Crown Plaza Bahrain . This Expo is organized by **Quick Media Solutions (QMS)** and **Middle East and North Africa Franchise Association (MENAFA)**.



Organizing committee : **Middle East and North Africa Franchise Association (MENAFA) & Quick Media Solutions (QMS)**



Bahrain Franchise Awards 2017

November 9th, 2017 | Timing : 4.30 PM

The emerging and leading franchisers - entrepreneurs from the Franchise Business industry will be facilitated during the Event.



Best Bahrain Multi-Brand Operator



Best Bahrain Franchise Brand



Best Bahrain Retail Brand



Best Bahrain restaurant Brand



Best Service Brand



Best Education / Childcare Brands



Best Bahrain home grown brand



Best catering company



Best International Franchise Brand



Best Emerging Brand In Bahrain

Opportunities for Exhibitors

- Investors and venture capital for your business
- Opportunity to present to investors at the event.
- Radically increase your chances of receiving funding.
- Comprehensive and elegant pitch deck.
- Assessment report on investment worthiness of your venture.
- Shortlisted ventures get feedback in a one-on-one session.
- Networking Opportunity with Bahrain's top investors.
- Post event support in connecting with mentors, investors.

Visitors Profile

- Business tycoons from the Kingdom of Bahrain & all GCC Countries.
- Potential Investors from Bahrain Investment Centre which consist of Investors from all GCC countries.
- Small and Middle scale entrepreneurs from GCC
- Government Delegates from Ministries of Bahrain
- Final year Business Management students from all the universities of Bahrain and Saudi Arabia
- Commercial people from Bahrain and Saudi Arabia.



Opportunities for Visitors

Strategies, Solutions & Opportunities.

The Conference is addressed by top industry experts, business development specialists & well-known entrepreneurs.

Advisory services at Franchise Seminar - One on One interaction.

If you need any specific franchise or brand details who is associated with us, we will share the details with you.

If you are not prepared with any business model yet, you will get better business opportunities in the conference.

If you are already with any business, you will get more business opportunities to expand your business in the world.

Networking with the delegates & speakers.

Meeting with premium brands of your choice if it's required.

Books on Startup / Franchise / Entrepreneurship.

Local Business Laws and legal aid.

Tamkeen Support Consultancy.



Option A

Includes

- Space + Standard 6 sqm. (3x2) Shell Scheme
- Carpeted area
- Wooden partitions separating your space from adjoining stands
- Spotlights per the surface area of your space
- 1 electric meter with 2 points (usage included)
- 1 Name sign with company/brand name and space number
- Furniture appropriate to your space (table, chairs, welcome desk, etc.)
- Advertisement - Half page inside of show catalogue

Option B

Includes

- Space + Standard 9 sqm. (3x3) Shell Scheme
- Carpeted area
- Wooden partitions separating your space from adjoining stands
- Spotlights per the surface area of your space
- 1 electric meter with 2 points (usage included)
- 1 Name sign with company/brand name and space number
- Furniture appropriate to your space (table, chairs, welcome desk, etc.)
- Advertisement - Full page inside of show catalogue


Total cost: USD 1100


Total cost: USD 1800


SALES
SUCCESS
SALES
IDEA
PROFIT


Option C

Includes

-  Space Only (Minimum 9 sqm. (3x3))

-  Carpeted area

-  1 electric meter with 2 points (usage included)

-  1 Name sign with company/brand name and space number

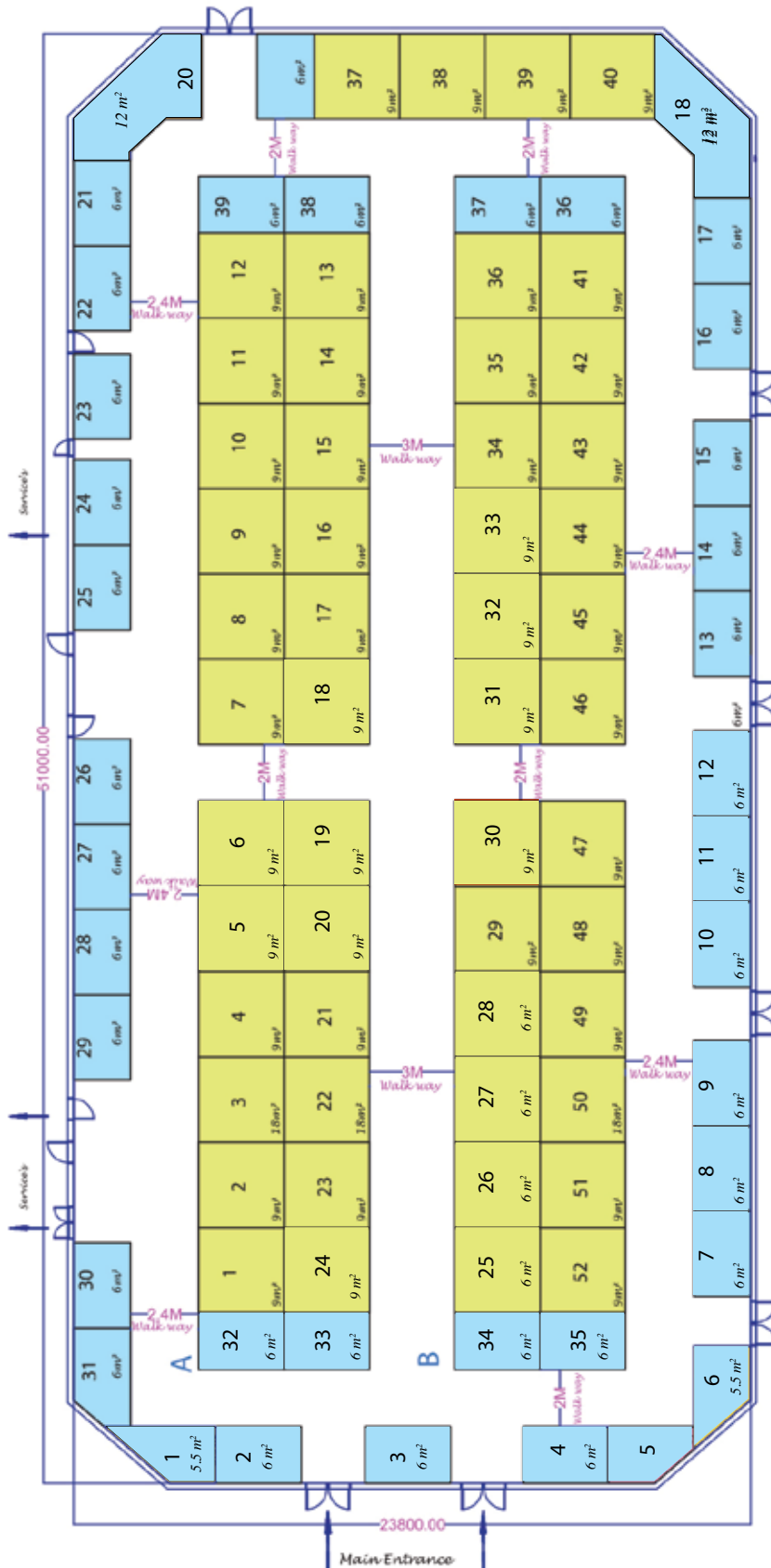
Total Cost: USD 1000



Sponsorship Opportunities

PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Personal welcome message from Chairman of sponsor included in the show catalogue and Announcement as Sponsor	Announcement as Sponsor	Announcement as Sponsor
Branding on Registration Areas and Venue Entrances with Logo on the VIP invitations to the opening ceremony	Logo on the VIP invitations to the opening ceremony	Logo on the VIP invitations to the opening ceremony
Logo on venue Signage and website with hyperlink to sponsor's website.	Logo on Website with hyperlink to sponsor's website	Logo on Website with hyperlink to sponsor's website
Workshop/Seminar Branding, With Dedicated Sponsors Page on website with company description & logo.	Workshop/Seminar Branding	Workshop/Seminar Branding
9 SQMS BOOTH SPACE with 2- Roll up Banners	6 SQMS BOOTH SPACE with 2- Roll up Banners	20% Discount on booth space with 1- Roll up Banner
Ad in E-newsletters - 40000	Ad in E-newsletters - 25000	Ad in E-newsletters - 15000
Dedicated e-shot Inclusion on Visitors Promotion campaign and thanking visitors along with promoting hyperlinked sponsor logo	Dedicated e-shot Inclusion on Visitors Promotion campaign and thanking visitors along with promoting hyperlinked sponsor logo	Dedicated e-shot Inclusion on Visitors Promotion campaign and thanking visitors along with promoting hyperlinked sponsor logo
Exclusive Social Media – up to 8 on event page.	Exclusive Social Media – up to 5 on event page.	Exclusive Social Media – up to 2 on event page.
Cost - USD 8000	Cost - USD 5000	Cost - USD 3500

Event Floor Map





PRESS LAUNCH



■ Officials and guests at the event to unveil the logo

Bahrain to host Franchise and Dine Expo

The first-ever Bahrain Franchise and Dine Expo will be held on November 2-3 at the Crowne Plaza Bahrain Convention Centre. The event is organized under the patronage of the Capital Governor Sheikh Khalid bin Ahmed Al Khalifa. MENAFA founder and chairman Dr Khalid Al Sharafa said, "The expo will bring under one roof some of the best business prospects, training, networking and opportunities to exhibit different products and services, said the co-organisers Quick Media Solutions and the Middle East and North Africa Franchise Association." A ceremony held to unveil the logo of the expo held at the same venue was attended by Capital Governor's deputy Al Madani, tourism and industry director, along with other officials and partners.





Organized by



Venue



CROWNE PLAZA
BAHRAIN

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