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

Supported by

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تحت رعاية
الشيخ هشام بن عبدالرحمن آل خليفة
محافظ محافظة العاصمة

2nd Edition of

BAHRAIN FRANCHISE & DINE EXPO

النسخة الثانية من المعرض

البحريني لحقوق الأمتياز والمطاعم

Expand Your
Global Footprints
In The Middle East Market

وسع نطاق
انجازاتك العالمية في
سوق الشرق الأوسط

NETWORK | SALES | GROWTH | MARKETING | PARTNERSHIP

2018
November
7th to 9th
10a.m to 7p.m

Organized by

Middle East & North Africa MENAFA Franchise Association

STAR EVENTS MANAGEMENT

Strategic partner

تمكين Tamkeen

Venue

CROWNE PLAZA BAHRAIN

2nd Edition of

BAHRAIN FRANCHISE & DINE EXPO

Expand Your
Global Footprints
In The Middle East Market

FRANCHISORS

INVESTORS

WORKSHOPS

AWARDS

Organized By

STAR EVENT ORGANIZER

Middle East & North Africa MENAFA Franchise Association

Strategic partner

تمكين Tamkeen

Venue

CROWNE PLAZA BAHRAIN

Media Partners

HAYAT MEDIA

عين الرياض Eye Of Riyadh

International event supporter

OG Group

Exhibition	:	2nd-Bahrain Franchise and Dine Expo.
Date	:	7th to 9th November 2018.
Time	:	10a.m to 6p.m.
Venue	:	Crowne Plaza Bahrain.
Place	:	Kingdom of Bahrain.

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 organized 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 franchiser 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.

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.

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.

Network with new / existing partners and further develop business relationship.

Meet hundreds of visitors looking for the perfect franchise or business opportunities.

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 Franchiser 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 Franchiser.

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 an 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 Franchiser.
- Gets an opportunity to become entrepreneur.
- Scope to associate with well-known brands.
- Lands into a safe & secure franchise agreement.

2nd Edition of BAHRAIN FRANCHISE & DINE EXPO

Feedbacks & Success Stories

"The Expo's presence and active participation will create opportunities for growth and expansion and assist everyone to further develop their businesses, network and learn from business and franchise experts."

Dr Ibrahim M. Janahi,
Chief Executive, Tamkeen,

"I came here with very little expectations but the Organizers have managed to put on a great show and I'm very happy to be associated with this event as we have met many potential clients in the Expo."

Mr Rodney Hindmarsh
Founder and CEO of How2Franchise, United Kingdom

"I am pleased to see Bahrain take its first steps towards growing and expanding in the world of franchising and hope to plan and organise the next BFW Awards in partnership with MENAFA in Bahrain next year."

Manuel Vescovi
The Founder of the Best Franchisee of the World (BFW)

"The quality of the attendees here are really striking and For us, as a company, we have got some really good leads."

Mr Murad Al Nasur
Founder of Restonalysis FZE-UAE.

"Bahrain Franchise Expo 2017 was a great platform and a great experience .We received good lead and was approached by many potential clients from different parts of the Globe. Great and renowned speakers from the franchise industry was an asset of the Expo."

Vivek V.K
Group General manager (ANG Holdings Group)

"One of the best Franchise expos in the region, I am very happy with the outcome of the event".

Mr Rudolf Kotik
Founder of RK FRANCHISE CONSULTANCY, Philippine Franchise.

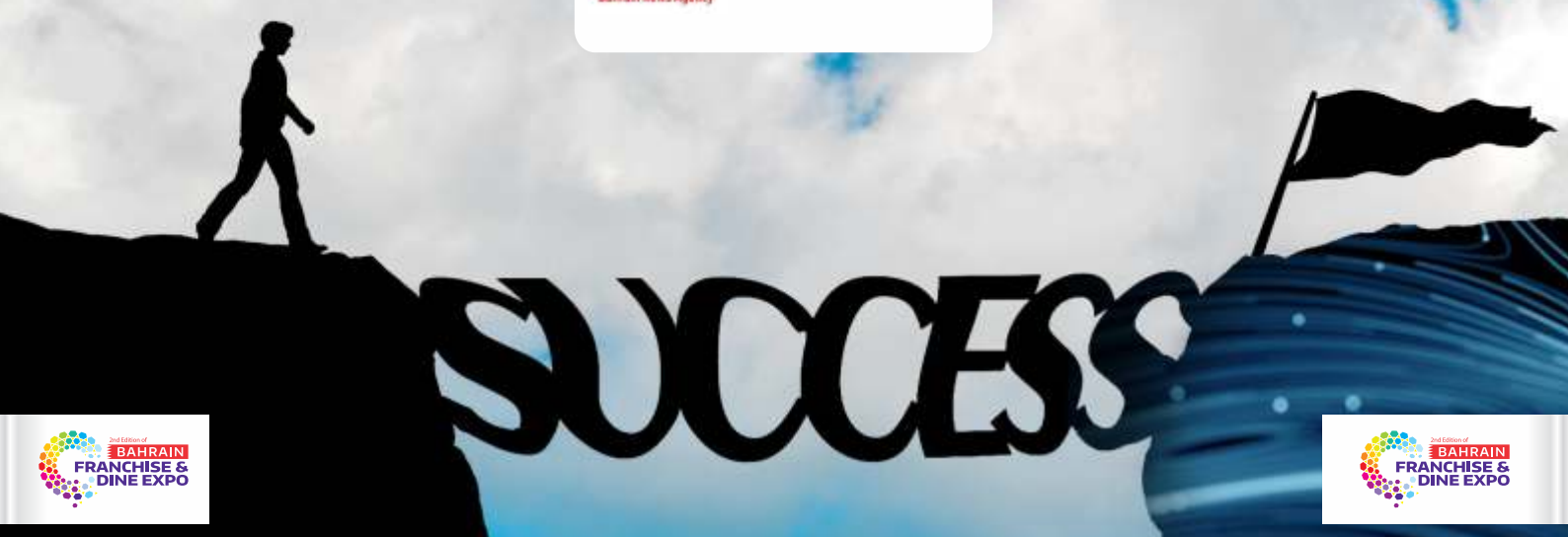
"Bahrain Franchise & Dine Expo a big success"

BizBahrain

"Very well organized expo".

Mr Alaa Masoud
CEO of IBA Apps Bahrain.

"Bahrain Franchise & Dine Expo hailed as great success"



Bahrain Franchise Awards 2018

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 EMERGING BRAND IN BAHRAIN
- BEST BAHRAIN HOME GROWN BRAND
- BEST CATERING COMPANY
- BEST INTERNATIONAL FRANCHISE BRAND

Visitors Profile

- Business tycoons from the Kingdom of Bahrain & all GCC Countries.
- Potential Investors from Bahrain Investment Center 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 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.
- Short-listed ventures get feedback in a one-on-one session.
- Networking Opportunity with Bahrain's top investors.
- Post event support in connecting with mentors, investors.

Small and Middle scale Entrepreneurs from

Gulf Cooperation Council

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 globally.
- 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.

Networking with the Delegates & Speakers

Exhibitor's participation Fee

Option A

- 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.

TOTAL COST USD 1500

Option B

- 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 2200

Option C

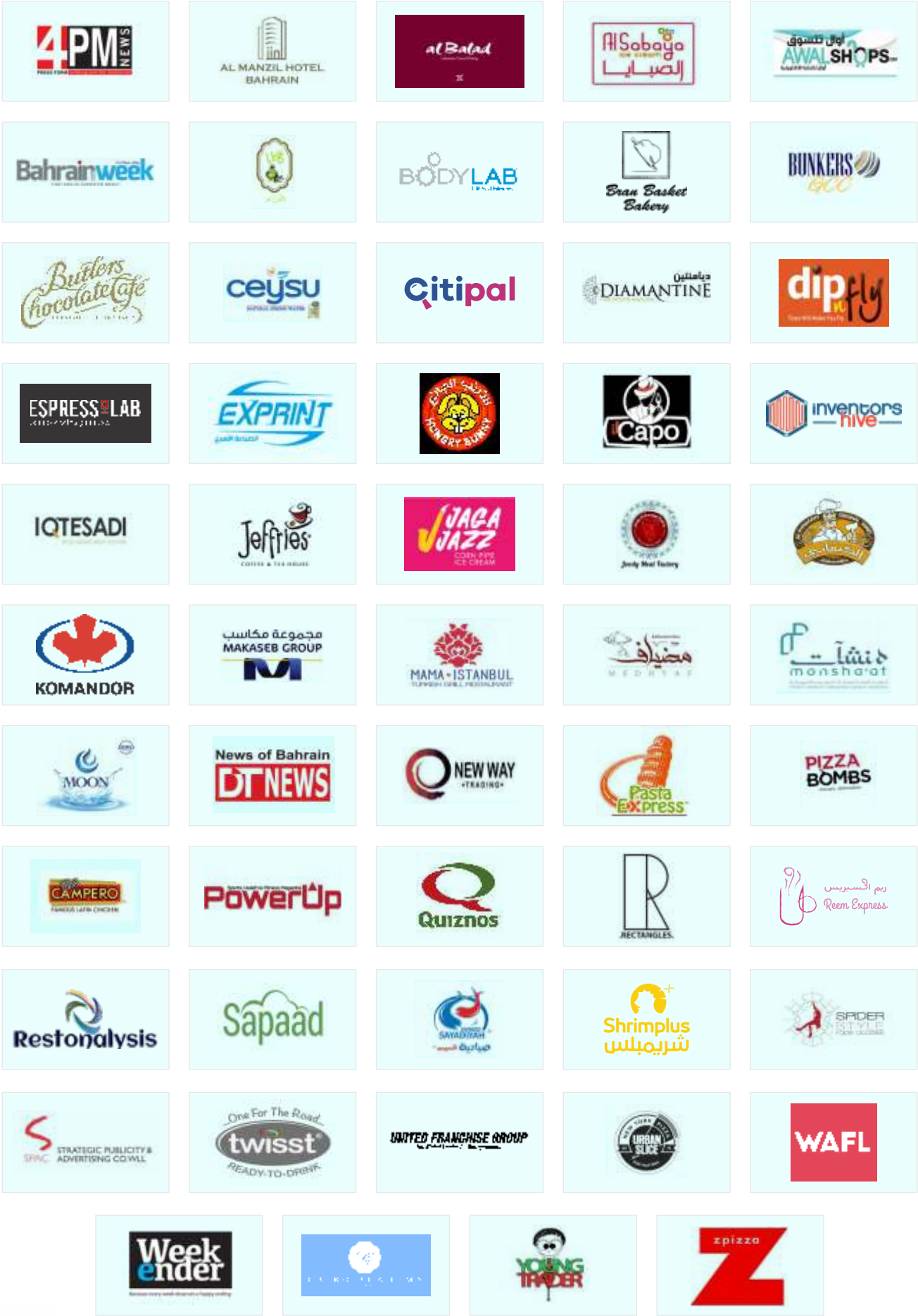
- Space Only (Minimum 9 sqm. (3x3).
- Carpeted area.
- 1 electric meter with 2 points (usage included).
- 1 Name sign with company/brand name and space number.

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 10000	Cost - USD 7000	Cost - USD 5000

Brands Participated in Previous Year



The Founder of the Best Franchisee of the World (BFW), said there were serious plans to organise the next BFW Awards in Bahrain next year. "I am pleased to see Bahrain take its first steps towards growing and expanding in the world of franchising and hope to plan and organise the next BFW Awards in partnership with Quick Media Solutions in Bahrain next year," Manuel Vescovi said. "Next year, we want to organise the world final in Madrid, while currently, we have serious plans for Bahrain. The number of franchisors in the world is about 30,000, while the number of franchise events is only 1,500. The number of Franchisees worldwide is about 1,200,000; however, what is the number of franchisee events in the world? None.

"Bahrain Franchise & Dine Expo 2017" the first expo of its kind to be held in the Kingdom of Bahrain under the kind patronage of H.E. Shaikh Hisham bin Abdul-Rahman Al-Khalifa, Governor of the Capital Governorate, on 8th & 9th November 2017 at the Conference Centre – Crowne Plaza Bahrain, under its captivating theme 'Expand Your Global Footprints in the Middle East Market', concluded its activities with great success. The Expo was supported by Tamkeen as the strategic partner and Talabat as the Platinum Sponsor.

MANAMA: The first-ever Bahrain Franchise and Dine Expo 2017 will be held on November 8 and 9 this year at the Crowne Plaza Bahrain's Bahrain Conference Centre. Organized under the patronage of Capital Governor Shaikh Hisham bin Abdulrahman Al Khalifa, the expo themed Expand Your Global Footprint in the Middle East Market, will offer 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 (MENAFA).

"Bahrain Franchise & Dine Expo 2017 will be the first edition of upcoming franchise events in the Kingdom," he said adding: "Our aim is in line with the Government of Bahrain's goals to promote growth and expansion regionally and globally for investors to explore their options in Bahrain."
"This will be a premier business event, attracting the most successful brands and service providers with the aim of networking with investors," he added.

Jacob Jijo Philip, Business Development Manager at QMS and Expo Organising Committee Member explained that Franchising is the current trend for business opportunities.
According to him, the sector is growing at a very fast pace and has made its trademark in the global market for business expansion, Start-ups, Enterprises, Entrepreneurs and Economic Development.
"I believe it's time to take Franchising at a larger scale in the Kingdom of Bahrain which will also deliver the same impact and I am very sure Bahrain is very much ready for it," he said.

Manama : The first edition of the Bahrain Franchise & Dine Expo will be held in November under the theme "Expand Your Global Footprints in the Middle East Market".
The two-day event, from 8 to 9 November at the Crowne Plaza Bahrain, is expected to provide a unique platform for the Kingdom's growing franchise industry as well as Small and Medium Enterprises (SMEs).

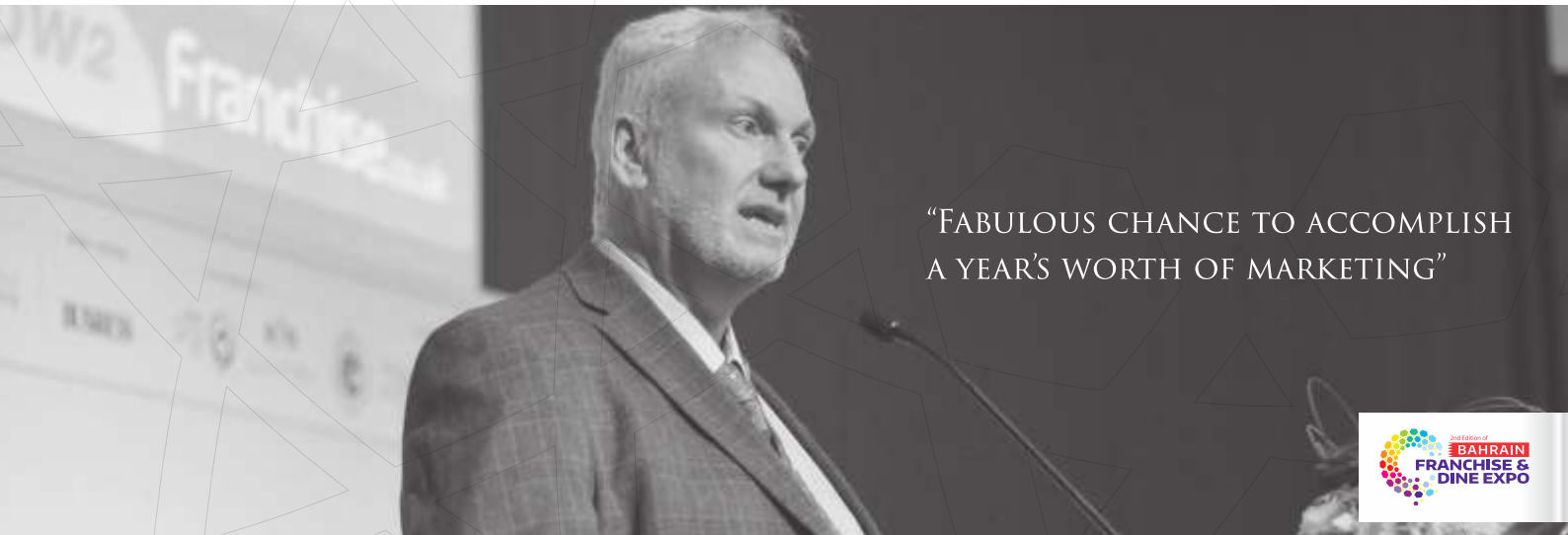
"The expo supported by the Capital Governorate is in line with the Governorate's objectives in offering a business platform for small and medium size enterprises to explore various opportunities and new business prospects at the local, regional and global levels, and attract many experiences from different sectors such as education, training, food, health, business and others," said Hassan Abdulla Al-Madani, Deputy Governor of the Capital Governorate.
The event will be held under the patronage of Shaikh Hisham bin Abdul-Rahman Al-Khalifa, Governor of the Capital Governorate. Bahrain Tourism & Exhibition Authority (BTEA), and Tamkeen will be the official strategic partner. This was announced during an event held at Crowne Plaza Bahrain in the presence of a number of government organisations, NGOs and
Guests.

Workshop, conference area & Bahrain franchise awards

"The only Event of its kind in Kingdom of Bahrain"

"Meet face-to-face with highly-targeted audience of potential buyers"

"Find the franchise that matches your skills and budget."



"Fabulous chance to accomplish a year's worth of marketing"

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Venue

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