

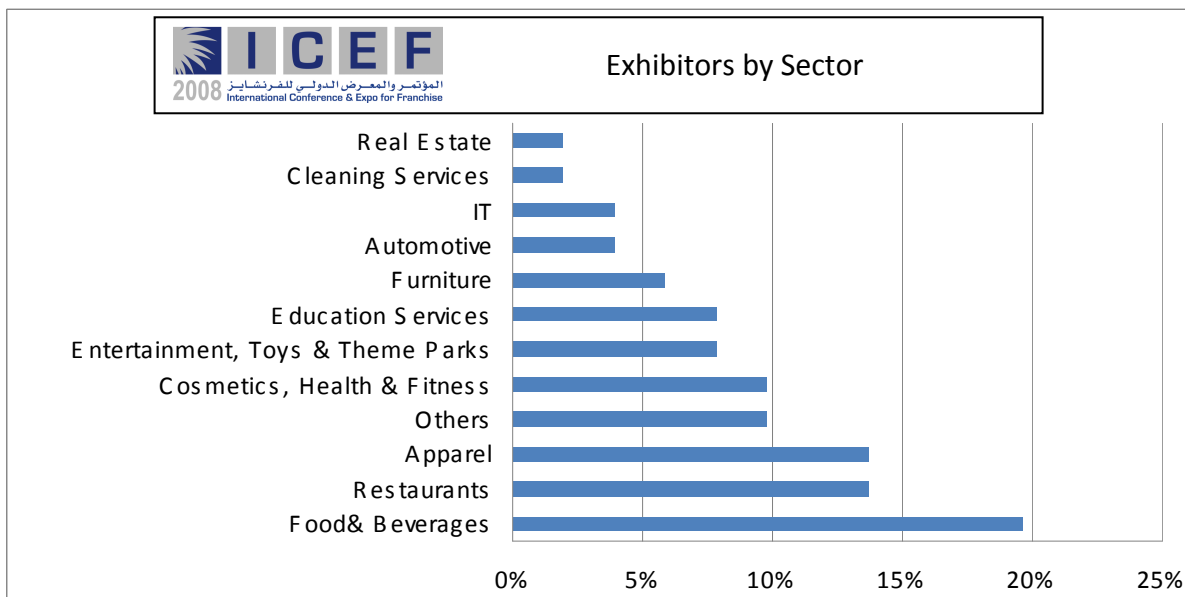
Summary Report

Event Name : International Conference & Expo for Franchise
 Event Type : Saudi Franchise Industry
 Date : 1st - 3rd June 2008
 Venue : Al-Faisaliah Hotel, Riyadh – KSA

The EXPO

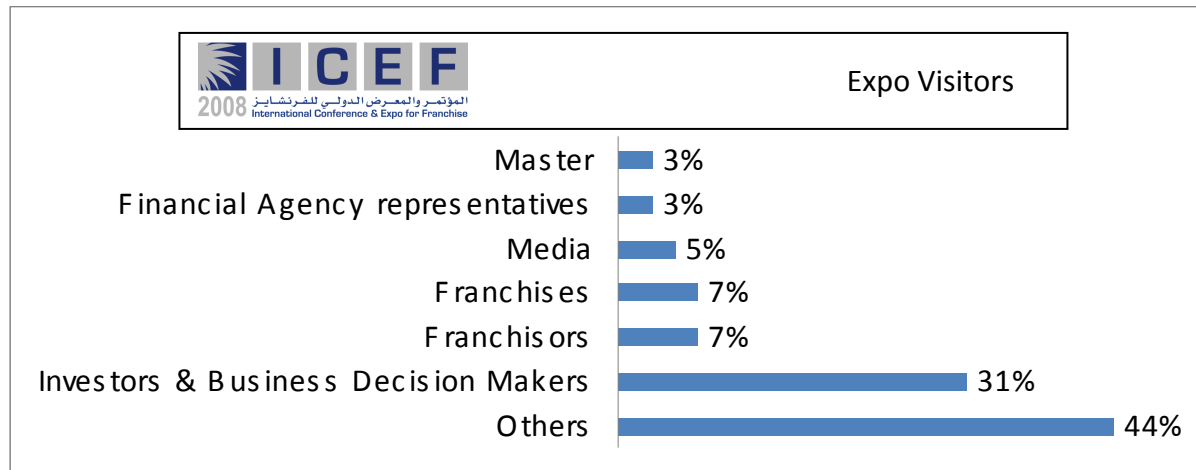
ICEF was the first event of its kind in Saudi Arabia. The show took place at Al-Faisaliah Hotel in Riyadh and achieved good results and success as the first event of its kind in Saudi Arabia. The show provided an opportunity for newcomers and established companies to address one of the most important industries in this part of the world, to promote and educate the Franchise culture and enhance the industry’s presence among young entrepreneurs and business people. The event covered also the regulations for that sector.

His Highness Dr. Abdulaziz bin Mohammad bin Ayyaf, Mayor of Riyadh inaugurated ICEF 2008 in the presence of the Secretary General of the Riyadh Chamber of Commerce and Industry, Mr. Hussein Al-Athl. His Highness Dr. bin Ayyaf visited, took a tour and stopped with several exhibitors, and he also addressed ICEF attendees and franchise experts totaled 48 representing 51 concepts from 10 countries, including USA, Germany, Indonesia, Egypt, Turkey, Australia, Switzerland, Italy, UK and KSA. The following chart demonstrates the sectors that were on display at the show:



ICEF is expected to set the standard for the franchise industry in this part of the world. “This conference provided an excellent venue to learn more about this sector and to entice the government to become more engaged and proactive”, said one speaker. The show attracted more than 3000

visitors, mainly franchise industry experts and investors looking to tap into this lucrative market. The following chart details the visitors' categories:



During the show, a field survey was conducted among the exhibitors who acknowledged receiving more than 3,500 leads, of which 400 were hot and qualified leads. Among the most sought after sectors were the food and beverage industry, which accounted for more than one-quarter of the qualified leads.

The Conference

Likewise, the opening ceremony took place under the patronage of His Highness Dr. Abdulaziz Mohammad bin Ayyaf, Mayor of Riyadh, representing the Governor of Riyadh, HRH Prince Salman bin Abdulaziz. HH Dr. bin Ayyaf made the opening remarks and welcomed the attendees. More than 500 professionals and franchise experts were in attendance, including government officials, diplomatic and foreign mission corps, as well as visitors from international and regional associations.

The Conference agenda included various topics presented by world-renowned speakers from France, Germany, and Saudi Arabia. Speakers addressed topics on the Saudi Franchise industry, franchising regulations and legal aspects, as well as case studies about the industry developments in Europe and Asia.

More than 600 registered for the one-day conference and attendance exceeded expectations, with more than 500 professionals attended, including public and private sector experts, both local and international.

Overall, the show and the conference proved to be a success measured by the level and quality of exhibitors, visitors, and speakers given that it was a first for Saudi Arabia. Already, more than 70 percent of the exhibitors at ICEF 2008 confirmed their participation at ICEF 2009.