



## Summary Report

Event Name: International Expo for Franchise

Event Type: Saudi Franchise Industry

Date: 25th – 27th May 2009

Venue: International Riyadh Exhibition Center, Riyadh – KSA

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### The EXPO

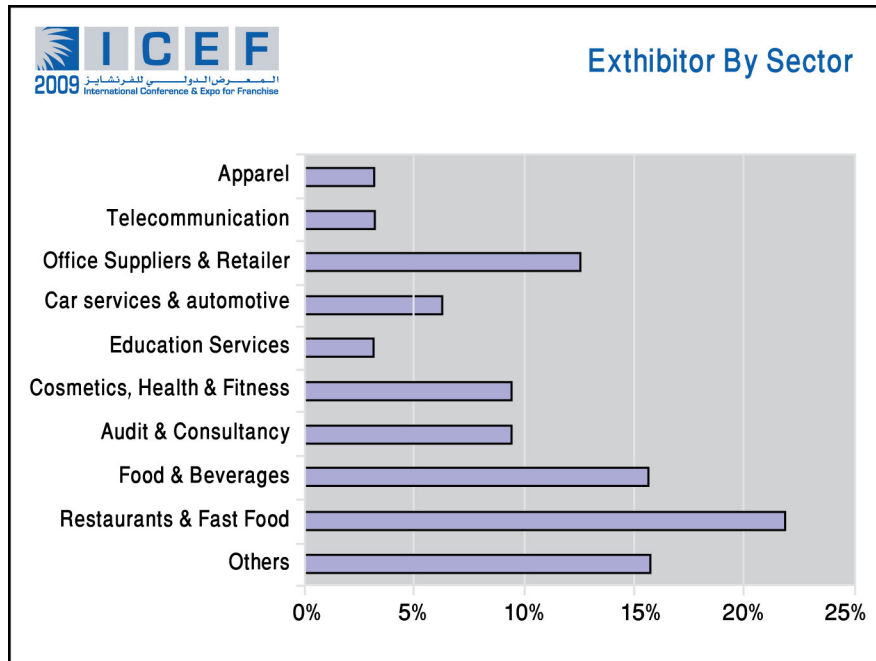
ICEF is an annual event organized by MARCOM. ICEF is the first event of its kind in the Kingdom of Saudi Arabia, in its second consecutive year; it gathered leading franchise concepts from all over world and highlighted new franchise concepts from the Middle East, United States, Europe, Asia, and Australia, that addressed new evolving topics for this industry.

ICEF 2009 provided an opportunity for newcomers and existing 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 attracted mainly franchise industry experts and investors who would like to tap into this industry.

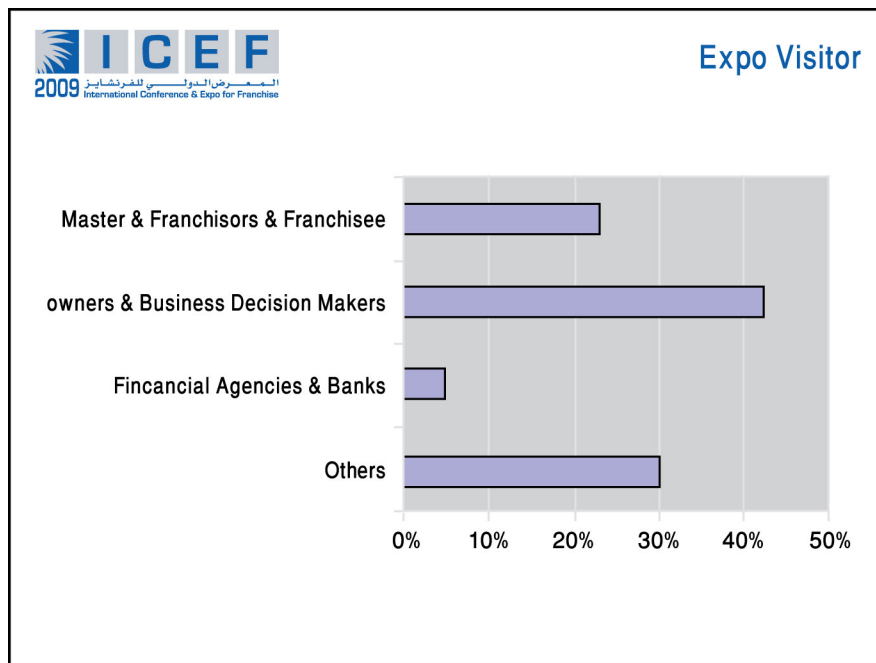
Saudi Arabia is the franchise hub in the Middle East and Saudi government officials formally fully support and promote this sector among young Saudi entrepreneurs and business people. Industry sources estimated the franchise market in Saudi Arabia at \$1 billion and growing an average of 10% - 12% annually.

ICEF 2009 took place on May 25 -27<sup>th</sup> at the Riyadh International Exhibition Center, a latest edition to the Riyadh landscape; a state of the art facility covering 15,000 sq.m. Mr. Hassan Akil, Undersecretary of the Minister of Trade and Industry inaugurated ICEF 2009. Mr. Akil toured & visited several exhibitors, and he also addressed ICEF attendees and franchise experts totaled 32 representing 35 concepts from 8 countries.

The following chart demonstrates the sectors that were on display at the show:



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:





After the show, a field survey was conducted among the exhibitors who acknowledged closing 3 Deals, receiving more than 2,870 leads, of which 535 were hot and qualified leads. Among the most sought after sectors were the Restaurants and Fast Food industry, which accounted for more than one-quarter of the qualified leads.

#### **The Workshops**

More than 150 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 Workshops agenda included various topics presented by speakers from Kuwait, 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 Saudi Arabia.

Attendance exceeded expectations, with more than 150 professionals attended for the three-Day Workshops, including public and private sector experts, both local and international.

Overall, the show and the Workshops proved to be a success measured by the level and quality of exhibitors, visitors, and speakers.