

FRANCHISE

MARKET

THE INTERNATIONAL
FRANCHISE EXPO

In
Franchise
RIYADH
KSA | 2024

01-03
OCTOBER
2024

For Register



"Scan here"



Al Faredah Hall
Riyadh | KSA

www.infranexpoksa.com



10TH
TEN
EDITION



FRANCHISE MARKET

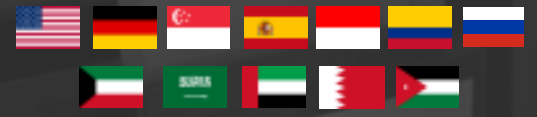


+ 60 Franchisors

12 International & Gulf countries

+ 500 Investors

+ Daily 4.000 Visitors
From various regions of the Kingdom & the Gulf countries



ABOUT THE EXHIBITION:

The Franchise Market is one of the markets organized by National Franchises Company. This event is a platform that brings together the strongest investment opportunities from brands that grant franchise rights. It features participation from various countries, aiming to create diverse opportunities for serious meetings between investors and brand owners, resulting in international economic partnerships.

- I am pleased to welcome you to the tenth edition of the International Franchise Exhibition «Franchise Market,» the most prominent and influential event in the franchise sector in Saudi Arabia. Since its first launch in 2018, our main goal has been to provide a platform that brings together brand owners, investors, and entrepreneurs to support and enhance this vital sector and contribute to achieving sustainable economic development. These exhibitions have continuously played an effective role in fostering successful economic partnerships.
- At National Franchises Company, we believe that the franchise sector can be a strong driver of economic growth in the Kingdom by offering diverse investment opportunities and supporting entrepreneurs. Through this, we aim to support entrepreneurship, achieve the Saudi Vision 2030, and enhance economic diversity.
- The exhibition provides an interactive environment that allows participants to communicate, exchange experiences, and build a strong and sustainable network of cooperation.
- In its tenth edition, Franchise Market presents many important events and themes, including a wide range of investment opportunities featuring local and international brands. Investors will have a unique opportunity to learn about the best brands and explore promising opportunities in various sectors such as food and beverages, retail, education, and services of all kinds.
- **Distinguished Government Participation:**
- We are proud of the ongoing governmental partnerships that have been with us throughout the previous periods, playing a vital role in supporting the franchise sector. These entities

Abeer A. Julaih

CEO of National Franchise Company
& The International Franchise Market Exhibition

include the General Authority for Small and Medium Enterprises (Monsha'at), the Social Development Bank, the Intellectual Property Authority, the Delni Business Center, the Ministry of Investment, and the Ministry of Commerce. These partnerships have resulted in providing support, advice, and guidance to investors and brand owners.

▸ **Financial Participation:**

▸ One of the very important elements in the entrepreneurship sector and supporting the franchise sector is the presence of financial entities such as banks, finance companies, and investment firms, which are a main driver for entrepreneurship in the Kingdom.

▸ **Advisory Sessions:**

▸ We organize workshops, advisory, and legal sessions, and present success stories aimed at developing the skills and capabilities of those working in the franchise sector. These events include lectures from industry experts and training sessions covering a wide range of inspiring topics.

▸ **In Conclusion:**

▸ The success of Franchise Market in its previous editions reflects our firm commitment to supporting the franchise sector in the Kingdom. We are proud of what we have achieved so far and look forward to a future filled with opportunities and successes. I invite all of you to participate in this grand event, benefit from the unique opportunities it offers, and contribute to building a prosperous future for the franchise sector in Saudi Arabia



CONSULTING PARTNER

National Franchises Company

Leadership and Innovation in the Franchise Sector

- National Franchises Company is a leading player in the franchise sector, dedicating its efforts to opening local and international markets and supporting entrepreneurs in this field. The company is committed to providing the best financial and consulting solutions to assist businesses in expansion and growth, and facilitating opportunities to connect with investors who contribute to achieving their ambitions

The Company's Projects in the Franchise Sector

- National Franchises Company is involved in developing diverse projects within the franchise sector, offering full support to businesses looking to enter or expand in this field.

The company`s services include

Brand Development

- Offering comprehensive development strategies to ensure sustainable growth

Franchise Management

- Providing operational management services to ensure the success of brands in new markets

Marketing

- Creating effective marketing plans to enhance brand awareness and attract customers

Exhibition Organization

- Organizing franchise exhibitions, such as «Franchise Market,» which provide companies with the opportunity to showcase their brands and services and connect with potential investors and partners. This is one of the key services the company aims to succeed in.

Opening Local and International Markets

- National Franchises Company continually strives to open new markets, both locally and globally, through

Specialized Market Research

- Identifying opportunities in various markets and providing in-depth analyses to help companies make informed decisions

Extensive Network of Relationships

- Building strategic relationships with investors and partners in different markets to open new opportunities for companies



- **Financial Support Programs**
- Providing integrated financial solutions to facilitate business expansion and growth.
- **Supporting the Franchise Sector**
- The tenth edition of «Franchise Market» is one of the notable successes achieved by National Franchises Company. The company continues to serve the franchise sector by
- **Providing Expansion Opportunities**
- Assisting businesses in exploring new markets and expanding their operations
- **Financial Solutions**
- Offering tailored financial solutions to support business growth and expansion
- **Specialized Consulting**
- Providing specialized consulting services covering all aspects of franchise operations, from planning to execution.
- **Investor Meetings**
- Organizing events and meetings that bring entrepreneurs and investors together to enhance collaboration and partnership opportunities
- **Global and Local Success Stories**
- National Franchises Company has achieved remarkable successes both globally and locally. By working with prestigious brands and helping entrepreneurs achieve

their ambitions, the company has recorded numerous success stories that demonstrate its ability to excel in the franchise sector. These stories range from launching new brands to expanding existing companies into new markets, enhancing the company's reputation as a reliable partner in this field

- **Continuous Presence in Franchise Markets**
- National Franchises Company is distinguished by its ability to maintain a continuous and effective presence in franchise markets. Through ongoing participation in local and international events and exhibitions, the company builds strong relationships with partners and investors, contributing to its status as a leader in the sector
- **Commitment to Success**
- National Franchises Company takes on the responsibility of serving and supporting the franchise sector to achieve success and excellence. The company continues to offer innovative solutions and outstanding services to support entrepreneurs and businesses in reaching their expansion goals
- In this way, National Franchises Company continues its successful journey in serving the franchise sector, affirming its ongoing commitment to supporting this vital sector and contributing to the growth and prosperity of all its partners and clients.





THE SAUDI MARKET

OPPORTUNITIES | PROSPECTS

THE SAUDI MARKET

As is well known about the Saudi market, the Kingdom of Saudi Arabia possesses key economic incentives, making it one of the most targeted global markets due to its strong economic infrastructure and high purchasing power. The Saudi government is keen to enhance the franchise sector through the Franchise Center under Monsha'at and the Social Development Bank, focusing on advisory, developmental, marketing, and financing programs.

ECONOMIC & SOCIAL IMPACT

Our exhibitions contribute to economic and social development by creating new investment opportunities and supporting entrepreneurs and investors. We are committed to providing innovative solutions and supportive programs that enhance the franchise sector and empower brands to achieve sustainable success.



INTERNATIONAL

FRANCHISE HOLDERS

The Kingdom of Saudi Arabia continues to offer attractive proposals to international franchise owners looking to expand their operations, ensuring future economic growth and reducing dependence on oil exports. The Saudi government encourages private sector growth in new industries and recently joined the World Trade Organization to encourage foreign investment. Among the Kingdom's major trading partners are the United States, Japan, China, South Korea, Germany, Taiwan, Singapore, Italy, and the United Kingdom.

THE SAUDI FRANCHISE SECTOR

with
A GROWTH RATE

27%

The Saudi franchise sector is one of the fastest-growing non-oil sectors in the Kingdom

CURRENTLY,
there are over

15,000

FRANCHISE BRANCHES

in Saudi Arabia,
both international
and foreign.

30 BILLION
USD

The franchise market value in the Middle East and Africa,

with
The Saudi portion
being about

5%

The commercial area brings together potential buyers and investors to obtain franchises, partnerships, and other investment opportunities. It hosts a wide range of business sectors and strong local brands aiming to go international and/or expand locally.

EXPANSION WITHIN & OUTSIDE THE KINGDOM

We are proud of our successful expansion within the Kingdom, replicating our exhibitions across numerous regions. We are now focused on opening new markets both within the Kingdom and internationally, with particular attention to the Arab Republic of Egypt and the Kingdom of Bahrain. Our goal with this expansion is to support both local and international brands in achieving sustainable growth and increasing their market presence.



INVESTORS & FRANCHISORS MEETING PLATFORM

The Investor and Brand Meeting Platform is a unique gathering point for investors and local and international brand owners. This platform aims to provide an interactive environment that facilitates the exchange of ideas and experiences, helping to build strategic partnerships that contribute to the growth and expansion of brands. Through this platform, investors can discover promising investment opportunities and stay updated on the latest business trends, while brand owners benefit from financial and logistical support to expand their businesses and enter new markets.



TARGETED SECTORS





Consulting Services



Banks / financial institutions



Trade / Retail



Government Authorities



Trade / Retail



Restaurants & Cafes



Automobiles



Education & Training



Food & Beverage



Fashion & Beauty



Real estate



Health & Medicines



Tourism / Hospitality / Entertainment



Communication / Information Technology / Technology

EXHIBITION OBJECTIVES

01

Promote the franchise culture and highlight its importance in supporting the local economy.

02

Provide an opportunity for brand owners to expand and grow beyond the region.

03

Facilitate meetings between businesspeople and investors to conclude agreements and trade exchanges.

04

Offer an opportunity for entrepreneurs to own successful projects through investment in franchises.

05

Provide an opportunity to obtain support from government entities for small & medium enterprises.

06

Offer an opportunity to finance projects & brands through the financial services provided at the exhibition.

07

Provide an opportunity to meet companies specialized in franchise operating systems.

08

Open up opportunities for investors and young entrepreneurs to gain local & international opportunities.

09

Provide an opportunity for national brands to spread within and outside the Kingdom.

10

Focus on the educational and informational aspect of franchising through workshops and dialogue sessions.

11

Facilitate business exchanges through the presence of franchise grantors and investors.

12



Advance the franchise industry in line with the Kingdom's Vision 2030 for national transformation.

13

Showcase successful franchise experiences to benefit from their expertise.



PREVIOUS EXHIBITIONS RESULTS

Over the years, our exhibitions have achieved remarkable success in various regions across the Kingdom of Saudi Arabia. These successes have significantly enhanced our reputation as leaders in the franchise sector. Through our effective strategies and meticulous planning, our exhibitions have facilitated hundreds of local and international deals and agreements.





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RIYADH
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الأبعاد
DIMENSIONS

الامتيازات الوطنية
National Franchises



DIALOGUE SESSIONS



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National Franchisès



AGREEMENTS



In Franchise
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FRANCHISE

MARKET - RIYADH | 2024

SPONSORS KIT

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OFFICIAL SPONSOR

250.000
SR

- Exhibition area at the forum: 24 square meters.
- Placement of your logo on all forum print materials.
- Placement of the logo on all social media advertisements and the website.
- Inclusion of the logo on all outdoor advertisements.
- Advertisement in the magazine: front cover + two-page spread inside.
- Advertising space on the website.
- Special promotional video display on the forum screen dedicated to advertisements, lasting 30 seconds.
- Inclusion of your logo in advertisements displayed on main outdoor screens in Jazan, Asir, and Najran.
- Reserved space on the external gate of the forum, sized 2x2 meters.
- Opportunity for a meeting with the sponsor.
- Commemorative shield at the conclusion of the forum.

THE MAIN SPONSOR

250.000
SR

- Exhibition area at the forum: 24 square meters.
- Placement of your logo on all forum print materials.
- Placement of the logo on all social media advertisements and the website.
- Placement of the logo on all outdoor advertisements.
- Advertisement in the magazine: back cover + two-page spread inside.
- Advertising space on the website.
- Opportunity to display a promotional video on the forum screen dedicated to advertisements, duration 30 seconds.
- Inclusion of your logo in advertisements displayed on main outdoor screens distributed in Jazan, Asir, and Najran.
- Reservation of space on the external gate of the forum, sized 2x2 meters.
- Opportunity for a meeting with the sponsor.
- Commemorative shield at the conclusion of the forum.

PLATINUM SPONSOR

200.000
SR

- Exhibition area: 18 square meters.
- Placement of your logo on all forum print materials.
- Placement of the logo on all social media advertisements and the website.
- Placement of the logo on all outdoor advertisements.
- Inclusion of your logo in advertisements displayed on main outdoor screens distributed in Jazan, Asir, and Najran.
- Advertisement in the magazine: two-page spread inside.
- Reservation of space on the external gate of the forum, sized 2x2 meters.
- Opportunity for a meeting with the sponsor.
- Commemorative shield at the conclusion of the forum.

DIAMOND SPONSOR

150.000
SR

- Exhibition area: 16 square meters.
- Placement of your logo on all forum print materials.
- Placement of the logo on all social media advertisements and the website.
- Placement of the logo on all outdoor advertisements.
- Advertisement in the magazine: two-page spread inside.
- Reservation of space on the external gate of the forum, sized 2x2 meters.
- Inclusion of your logo in advertisements displayed on main outdoor screens distributed in Jazan, Asir, and Najran.
- Opportunity for a meeting with the sponsor

LEGAL SPONSOR

200.000
SR

- Exhibition area: 21 square meters.
- Placement of your logo on all forum print materials.
- Placement of the logo on all social media advertisements and the website.
- Placement of the logo on all outdoor advertisements.
- Inclusion of your logo in advertisements displayed on main outdoor screens distributed in Jazan, Asir, and Najran.
- Advertisement in the magazine: two-page spread inside.
- Special promotional video display on the forum screen dedicated to advertisements, lasting 20 seconds.
- Commemorative shield at the conclusion of the forum.

GOLDEN SPONSOR

100.000
SR

- Exhibition area: 14 square meters.
- Placement of your logo on all forum print materials.
- Placement of the logo on all social media advertisements and the website.
- Placement of the logo on all outdoor advertisements.
- Inclusion of your logo in advertisements displayed on main outdoor screens distributed in Jazan, Asir, and Najran.
- Advertisement in the magazine: two-page spread inside.
- Special promotional video display on the forum screen dedicated to advertisements, lasting 20 seconds.
- Commemorative shield at the conclusion of the forum.

SILVER SPONSOR

50.000
SR

- Exhibition area: 12 square meters.
- Placement of your logo on all forum print materials.
- Placement of the logo on all social media advertisements and the website.
- Placement of the logo on all outdoor advertisements.
- Inclusion of your logo in advertisements displayed on main outdoor screens distributed in Jazan, Asir, and Najran.
- Advertisement in the magazine: one-page spread inside.
- Commemorative shield at the conclusion of the forum.

PARTICIPATING SPONSOR

40.000
SR

- Exhibition area: 9 square meters.
- Placement of your logo on all forum print materials.
- Placement of the logo on all social media advertisements and the website.
- Placement of the logo on all outdoor advertisements.
- Inclusion of your logo in advertisements displayed on main outdoor screens distributed in Jazan, Asir, and Najran.
- Advertisement in the magazine: one-page spread inside.
- Special promotional video display on the forum screen dedicated to advertisements, lasting 20 seconds.
- Commemorative shield at the conclusion of the forum.

FRANCHISE EXCELLENCE AWARD



FRANCHISE EXCELLENCE AWARD

Franchise Market is pleased to announce the launch of the prestigious Business Excellence Award, aimed at honoring and celebrating top brands and franchise owners who have made significant contributions in the franchise industry.

The award will be presented at a special ceremony during the Franchise Market exhibition, attended by a select group of businessmen, investors, and industry experts.

AWARD

CATEGORIES

- Best Local Brand
- Best International Brand
- Best Emerging Franchisee
- Best Established Franchisee



AWARD OBJECTIVES

- Encouraging Innovation and Excellence: The award aims to motivate brands and franchise holders to innovate and achieve the highest standards of quality and excellence in their operations.
- Promoting Growth: Encouraging brands to expand and grow within Saudi Arabia and internationally, thereby contributing to strengthening the national economy.
- Highlighting Successes: Showcasing inspiring success stories that others can learn from and promoting best practices in the franchise industry.
- Enhancing International Collaboration: Strengthening international relationships and partnerships by introducing distinguished Saudi and international brands.

EVALUATION CRITERIA

- **«Innovation and Quality:** Evaluation of the innovation and quality of the products or services offered.
- **Growth and Expansion:** Assessment of growth and expansion plans and the success of the brand in achieving them.
- **Social Impact:** Evaluation of social and environmental initiatives undertaken by the brand.
- **Customer Satisfaction:** Measurement of customer satisfaction levels and commitment to service.»



AWARD CEREMONY

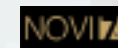
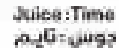
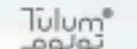
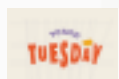
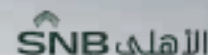
The awards will be presented at a special ceremony on the sidelines of the Franchise Market exhibition. Businessmen, investors, and franchise experts will be invited to attend this prominent event. This ceremony will provide a unique opportunity to celebrate achievements, exchange experiences, and build new relationships that enhance future cooperation opportunities.

CLOSING CEREMONY

- By adding the Business Excellence Award, we aim to enhance a culture of excellence and innovation in the franchise industry, encouraging brands to achieve the highest standards of quality and growth. This award represents a significant step towards supporting Saudi Arabia's Vision 2030 and bolstering its position as one of the world's leading markets in the franchise industry.



SUCCESS PARTNERS IN PREVIOUS EDITIONS





MEDIA COVERAGE

Our exhibitions have garnered extensive media coverage, highlighting key achievements and record-breaking figures. The total value of deals concluded at our exhibitions has exceeded 65 billion Saudi riyals, reflecting the significant positive impact of these events in supporting the national economy and strengthening the franchise sector.

68 مليون ريال قيمة العلامات التجارية الأجنبية المشاركة في معرض الامتياز



غرفة جازان، تكشف أهمية استثمار الامتياز التجاري في المملكة



تبض

تنام معرض الامتياز التجاري بتوقيع 1000 اتفاقية استثمار والانتشار التجاري الدولي "فرنشايز جازان"

جولات

71 علامة تجارية في معرض فرنشايز جازان

SAUDI PRESS AGENCY



الوطن



أمير جازان: ندعم الاستثمارات الواعدة وهدفنا الوصول للعالمية

الرياض



21 فرصة استثمارية كبرى - بينها مدن ترفيه ومولات في فرنشايز جازان



الرياض

أحوال

أهم جازان: يعطي انطلق معرض الاستثمار والامتياز تجازان

2030

أصدر محمد بن راشد بن علي انطلق معرض الاستثمار والامتياز التجاري الدولي "فرنشايز جازان"

نتائج معرض الفرنشايز في جازان



الاقتصادية

أخبار اقتصادية - محلية

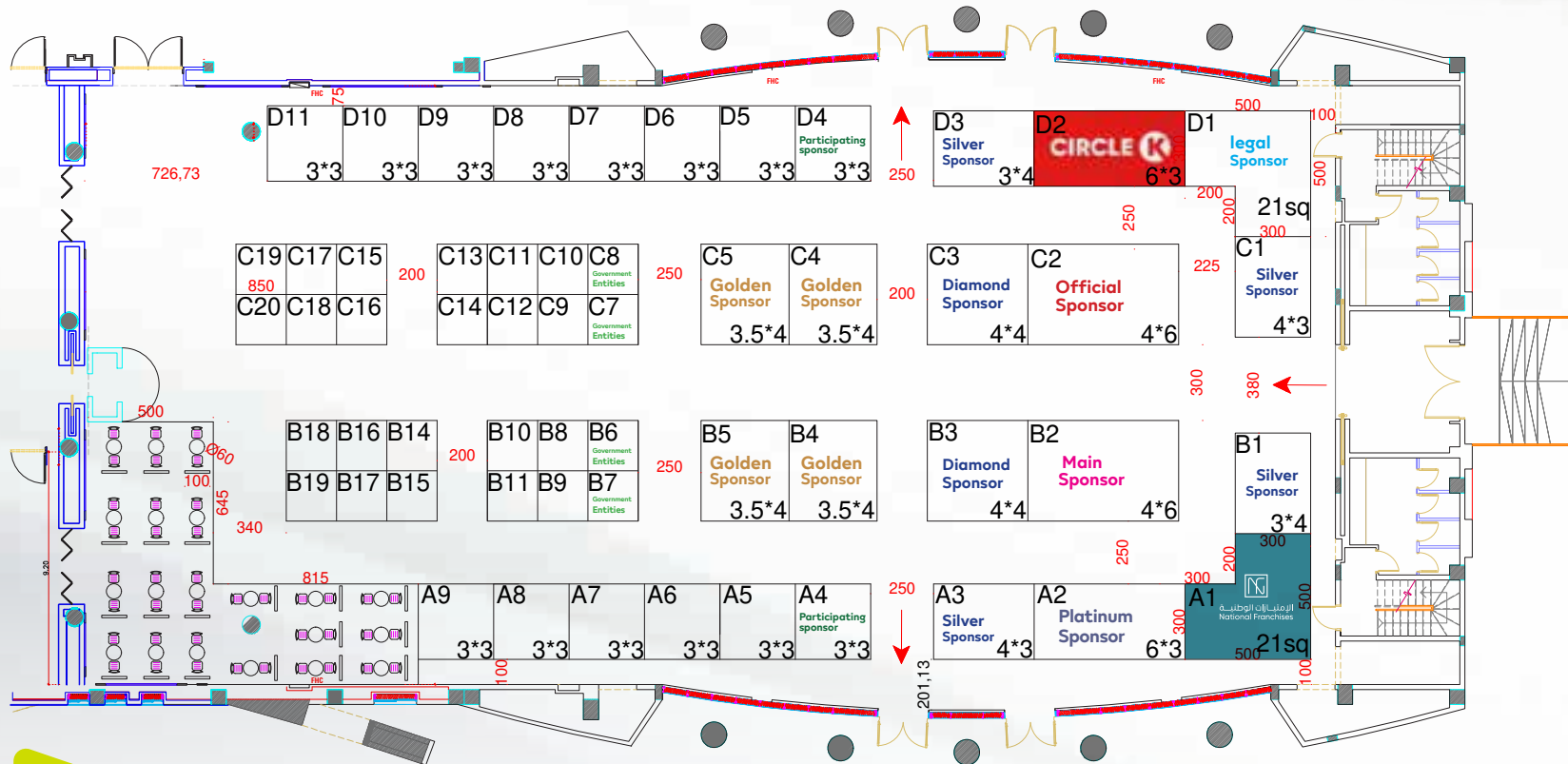
بنك التنمية الاجتماعية يحترم دعم 60 شركة ناشئة للدخول في قطاع الفرنشايز



EXHIBITION PLAN

FRANCHISE MARKET

EXHIBITION PLAN





Thank
you

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