



FRANCHISE TRADE MISSION

Explore the opportunities awaiting your franchise in India & Sri Lanka — this December

Trade missions are an excellent way to maximize your international resources. U.S. Commercial Service officers have experience leading and organizing certified trade missions all over the globe, plus in-country staff and resources that are invaluable—and cost effective—for busy franchisors. Take advantage of this opportunity to be introduced to investors in three hot markets.

Here are just a few of the benefits:

- A schedule of one-on-one meetings with key partners/regional investors that fit criteria you provide;
- First-hand opportunity to assess the culture, political climate and the markets' potential for your brand;
- The option to travel to Hyderabad, Bangalore and Kolkata before or after the Mission for Gold Key matchmaking service for a fee for \$700 per city.



India: No major franchise market is growing faster than India. Indians with growing incomes are demanding high quality products and services, which can be delivered by U.S. franchises. Simultaneously, India is witnessing huge growth in entrepreneurial energy and talent, and most franchisees are in their first decade of operations and are very receptive to American concepts.



Sri Lanka: Sri Lanka occupies a strategic position in South Asia and The Financial Times calls Sri Lanka "Asia's next tiger." A GDP per capita of \$4,000, rapidly expanding middle class and growing modern trade are some of the indicators of consumption growth in the country. Sri Lanka offers abundant market opportunities in the franchise sector.

Join the International Franchise Association, Franchise Times and the U.S. Commercial Service for this certified franchise trade mission:

When: December 4-9, 2016

Who: 10 franchise companies

Why: To pursue partnership opportunities in India & Sri Lanka

Where: Delhi & Mumbai, India; Colombo, Sri Lanka

Cost: \$6,950

Fee includes one principal representative. Each additional company representative pays \$750. Air fare and hotels are not included.

Application deadline:

Friday, October 14

For an application and agenda, go to:

www.franchise.org/SouthAsia2016

For more information, contact:

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