



International Franchise Association/U.S. Commercial Service Certified Trade Mission

Meet qualified investors in four hot Middle Eastern markets: Qatar, the UAE, Oman & Turkey this May

Franchise Trade missions are an excellent way to maximize your international resources. U.S. Commercial Service officers and IFA have experience leading and organizing certified trade missions all over the globe. In addition, the in-country staff and resources are invaluable—and cost effective—for busy franchisors. Take advantage of this opportunity to be introduced to investors in four hot markets, plus the suppliers whose services you'll need once the agreements are signed. Here are just a few of the many benefits you'll receive when you join other smart brands growing internationally:

- A schedule of one-on-one meetings with pre-screened investors;
- Your brand advertised in the most influential business publications in the region;
- First-hand opportunities to assess the culture, political climate and the market potential for your brand, plus detailed briefings by local experts and diplomats.



Doha, Qatar: May 17-20

Qataris have the highest per-capita income in the world, and the country is poised to spend nearly \$100 billion on infrastructure projects in the next 10 years. There are 14 malls operating today, and another 14 malls plan to open their doors between 2017 and 2019. American brands are popular here.



Abu Dhabi, UAE: May 20-23

Franchising has maintained positive momentum in the UAE. As a major tourist destination and regional business center, attracting millions of international visitors annually, the UAE has a great demand for U.S. brands. There are 15 major malls in Dubai and 5 in Abu Dhabi, with more growth expected.



Muscat, Oman: May 23-25

With a young and growing population of more than 4 million, Oman has an expanding middle-income population with an increasing appetite for retail concepts. Developers have invested heavily in malls and retail spaces to support this market. There has been a shift in spending patterns as the population becomes wealthier, and an increasing number of high-net-worth individuals has led to a growth of luxury and fashion brands.



Turkey: May 26-27

Turkey has a dynamic economy with a population of about 78 million, including young and ambitious entrepreneurs. Its economy grew at one of the highest sustained rates of growth in the world over the last decade. The availability of bank loans that facilitate business investment in franchising is making Turkey an increasingly attractive market for U.S. franchise companies.

Join the International Franchise Association and the U.S. Commercial Service for their joint Franchise Trade Mission:

Franchising continues to be one of the fastest growing business sectors in the Middle East. Experience the value for yourself with a group business tour with targeted stops in Istanbul, Doha, Abu Dhabi and Muscat.

Dates: May 17-27, 2016

Cost: \$8,600

Fee includes one principal representative. Each additional company representative pays \$750 to cover group activities.

Air fare and hotels are not included in this price.

Application deadline: Thursday, April 7

For the agenda go to:

<http://www.franchise.org/GCCTurkey2016>

For an application go to:

http://www.franchise.org/sites/default/files/uploaded_documents/GCCTurkey2016_Application.pdf

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