



U.S. Department of Commerce Turkey Franchising Seminar

The U.S. Commercial Service Global Franchise Team Leads U.S. Franchising Delegation

Turkey & Regional Franchising Seminar will introduce U.S. companies to Turkish business partners and master franchisees where you will learn about opportunities in the Turkish franchising market. Take advantage of this opportunity to be introduced to investors in a promising market like Turkey that has a fast growing consumer class. Here are just a few of this trade event's benefits:

- First-hand opportunity to assess the culture, political climate and the market's potential for your brand.
- Chance to present your brand in front of a distinguished crowd of Turkish investors and have one-on-one meetings with potential partners to be held at Consul General's residence.
- Attend a reception at Consul General's residence for networking with Turkish investors and regional representatives and investors from neighboring countries.

Why Turkey? Why now?

Turkey is a vibrant economy with a highly developed entrepreneurial spirit. The country has a population of 76 million whose median age is only 29 with a growing purchasing power that demands well known global brands and quality service. Turkey is Europe's leading country in terms of franchising chain numbers. There are currently 1,470 franchisors in the country, 24% of them being foreign brands. Total number of franchisors has tripled over the last 5 years. Number of branches of franchisors / dealers has reached 47,000. This attractive market remains competitive with many Turkish, American and European brands and continues to offer great opportunities for those U.S. franchisors who haven't entered the market yet.

GET MORE INFORMATION AND APPLY - SPACE IS LIMITED.

<http://www.export.gov/turkey/tradeevents/trademissions/index.asp>

Date: December 4, 2014

Venue: Istanbul

Deadline for application: October 15, 2014

Cost:

The participation fee is \$ 1,750. Each participant is responsible for personal expenses for lodging, meals, incidentals and international air travel.

Featured:

Closing Reception at Consul General's Residence

For more information:

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