



WFE

WORLD FRANCHISE EXHIBITION
KHOBAR 2019

VISION رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA



منشآت
monsha'at

المعرض العالمي للإمّتياز التجاري WORLD FRANCHISE EXHIBITION KSA

25-27 أبريل 2019
APRIL

International Dhahran Expo

النسخة 2
Edition

Organized by

ال

3Dimensions
EVENTS | EXHIBITIONS



HIS ROYAL HIGHNESS

PRINCE AHMED BIN FAHAD AL SAUD



HIS ROYAL HIGHNESS

PRINCE SAUD BIN NAYEF AL SAUD



HIS ROYAL HIGHNESS
CROWN PRINCE MOHAMMED BIN SALMAN AL SAUD



THE CUSTODIAN OF THE TWO HOLY MOSQUES
KING SALMAN BIN ABDULAZIZ AL SAUD

Eastern Region





معرض إنطلاق وجذب الإمتيازات التجارية صتك الحقيقية لتحقيق الاستثمار والأرباح

MPE

ASAWER



WFE

go franchise
expo 2018
KSA-Khobar

3Dimensions is interested in franchise sector and focused its attention through organizing international exhibitions, forums and workshops that provide advisory services and awareness of the importance of this huge sector, which moves with the Kingdom's economy and supports the investment and the national transformation program and also provide opportunities to own brands given by the owners of the trademarks for those interested, and provide advice on project support through its funding banks.

3D

Dimensions

EVENTS | EXHIBITIONS

"Go Get Franchise Expo" in May 2018 has succeeded in achieving the expected success in being a strong base. The presence of international and local brands in one place is an important event to empower local companies and to provide a fertile environment for international companies to develop investment and support business in the Middle East. It is also an opportunity to learn about a wide range of brands from





goget franchise
expo 2018
KSA-Khobar
معرض إنطلاق وجذب الإمتيازات التجارية

MET IN
SAUDI ARABIA

+400

Attend the forum



19

Speakers



10

Consultants



**Exhib
Stati**



Competition Statistics



5,400

Visitors



83

Participating parties



450

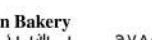
Brands



بنك الرياض
riyad bank

منشآت
monsharat
الهيئة العامة للشركات الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

غرفة الشرقية
ASHARQIA CHAMBER







franchise expo 2018 KSA-Khobar

معرض إنطلاق وجذب الإمتيازات التجارية

نحن ندعم الأعمال الناشئة التي تطمح في النمو

تم الإفتتاح

بنكي

بنك الرياض

920001836

riyadh bank

STC

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دنياش

لجعل قطاع المنشآت الصغيرة والمتوسطة المحرك الأساسي للنمو الاقتصادي

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شرفة جومانا

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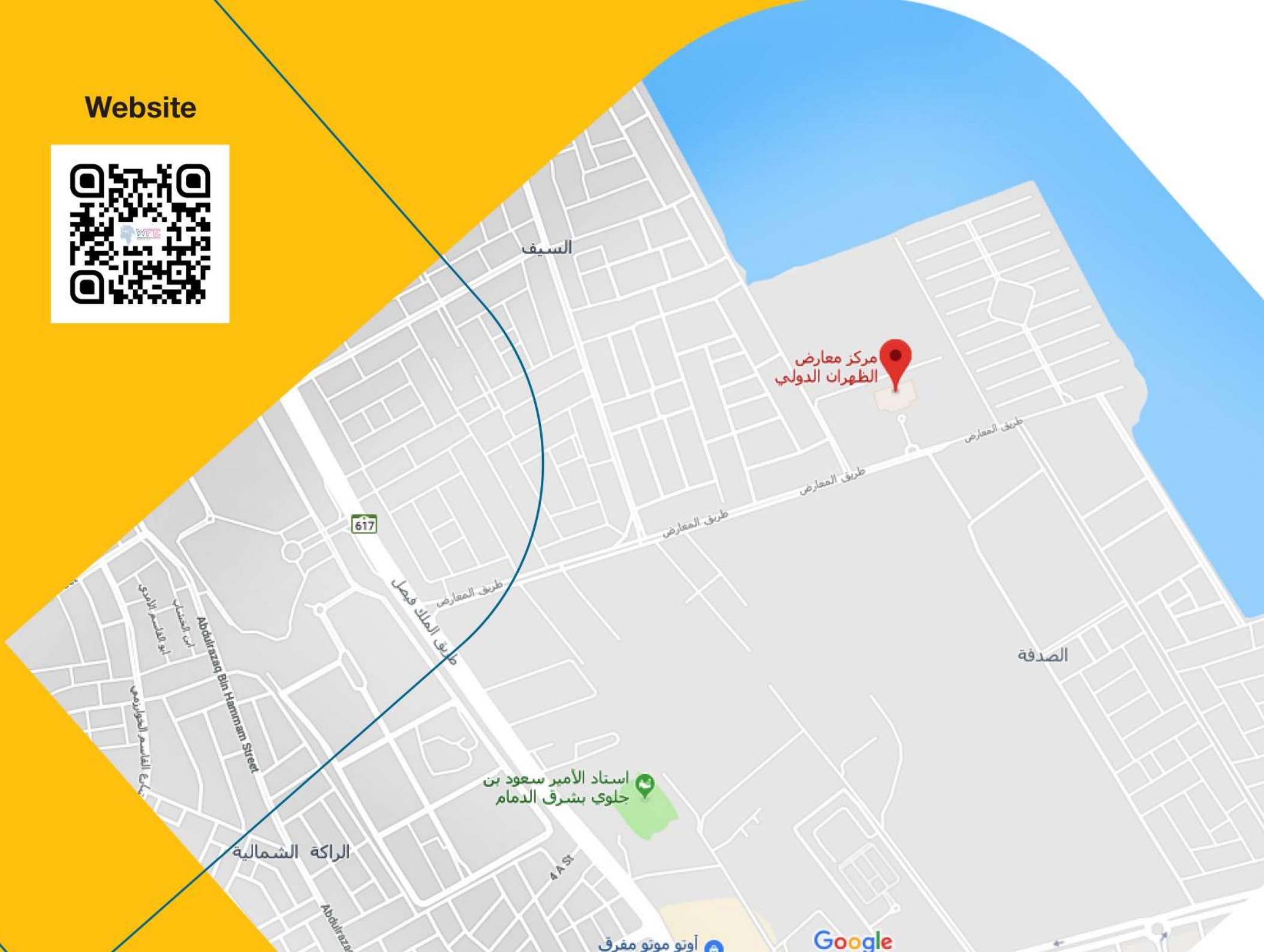
Orlando, Florida United States of America

inkBOOK

LIME

mosaico digitale

Website



أوتو موتو مفرق

Google



**4:00 PM to
10:00 PM**



**25th to 27th
of April, 2019**



**International
Dhahran Expo**



Opportunities of Franchise Sector in the Middle East, and Factors of Success

The importance of the franchise system is due to its high value for the national economy. According to the Middle East and North Africa (MENA) Rights Association, the sector is growing at a great pace at present and is estimated at more than \$ 30 billion, growing 27 % annually. The increase interest of international franchisors in the Middle East and Africa is due to its huge market with a vast population of 1.4 billion, with a total domestic product of \$ 1.9 trillion, with a rich customer base, competitive advantages and broad attractiveness - high consumer incomes available for spending, government support, and a fertile environment for youth entrepreneurship.

The Arab governments focus on the Franchise sector, which is of great importance in supporting the economy and helping to drive growth and development. Franchise is an important entry point for the entrepreneurial world and provides high-value, low-risk investment opportunities with high success rates. As the success rate of the project rises to more than 75%, as well as their ability to create more jobs and employment, as unemployment worsening.

It is not surprising that the GCC countries take the lead in the growing franchise economy sector in the Middle East, while Egypt is the leading destination for that sector in African countries. In a market with a combined population of 1.4 billion, a gross domestic product GDP of \$ 1.9 trillion, a rich customer base for such a market and a relatively friendly working environment. GCC countries - Saudi Arabia, United Arab Emirates, Kuwait, Bahrain and Oman - can be considered as the most important markets for franchisors and the recent proper franchising companies in the Middle East.

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Franchise in KSA

Saudi Arabia has interacted with franchise since the 1970s, attracting the most successful franchises in the retail sector in all its categories. The Saudi retail sector is also promoting Saudi small investors to innovate and create brands at the same level of foreign brands. The Custodian of the Two Holy Mosques that the emergence of Saudi brands comes due to the friction with foreign brands, therefore; was the initiative of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz in opening the door to foreign investment in the retail sector 100% when he took power, thus the curiosity of Saudi investors to develop their business according to the Franchise model has been efficient and effective.

World Franchise Expo is the real response to this labor and the strong demand to understand the culture of Franchise in the correct scientific and professional form. Businessmen, academics, consultants and interested people gather under one roof to develop a road map for Saudi Franchise in particular and the Arab in general.

Vision

Enabling national and Arab brands to expand and grow through a franchise business model of high efficiency and effectivity in accordance with international standards, facilitate access to investors and attract the best foreign brands needed by the Arab markets

Targets





Targeted Categories

Entrepreneurs and small
& medium business owners

Owners of distinguished local
and international brands

The concerned governmental bodies
represented by its employees and its affiliates

Domestic and international
investors

Chambers of Commerce
represented by its affiliates

International Chambers
of Commerce

Commercial banks

Opportunities

A discovery of commercial activities in favor of the vision of the Kingdom 2030

Opportunities to export outstanding brands in the retail sector to foreign markets

Expanding the franchise market to suit the size of Saudi Arabia's markets

The entry of foreign investments under the umbrella of franchise, creating new job opportunities and foreign capital

Expected Numbers For The Exhibition

Arabic
Brands

600

Total
Brands

1,000

Visitors
Expected

10,000

Foreign
Brands

400

Programs

The forum of franchise and investment, which serves the national transformation

Legal workshops for franchise contracts

Direct offer of franchise and investment opportunities (Franchise Show)

Presenting the proposed projects in Madinah Al Munawwarah and offering them for investment

Investment success stories that have brought about a change in the economy

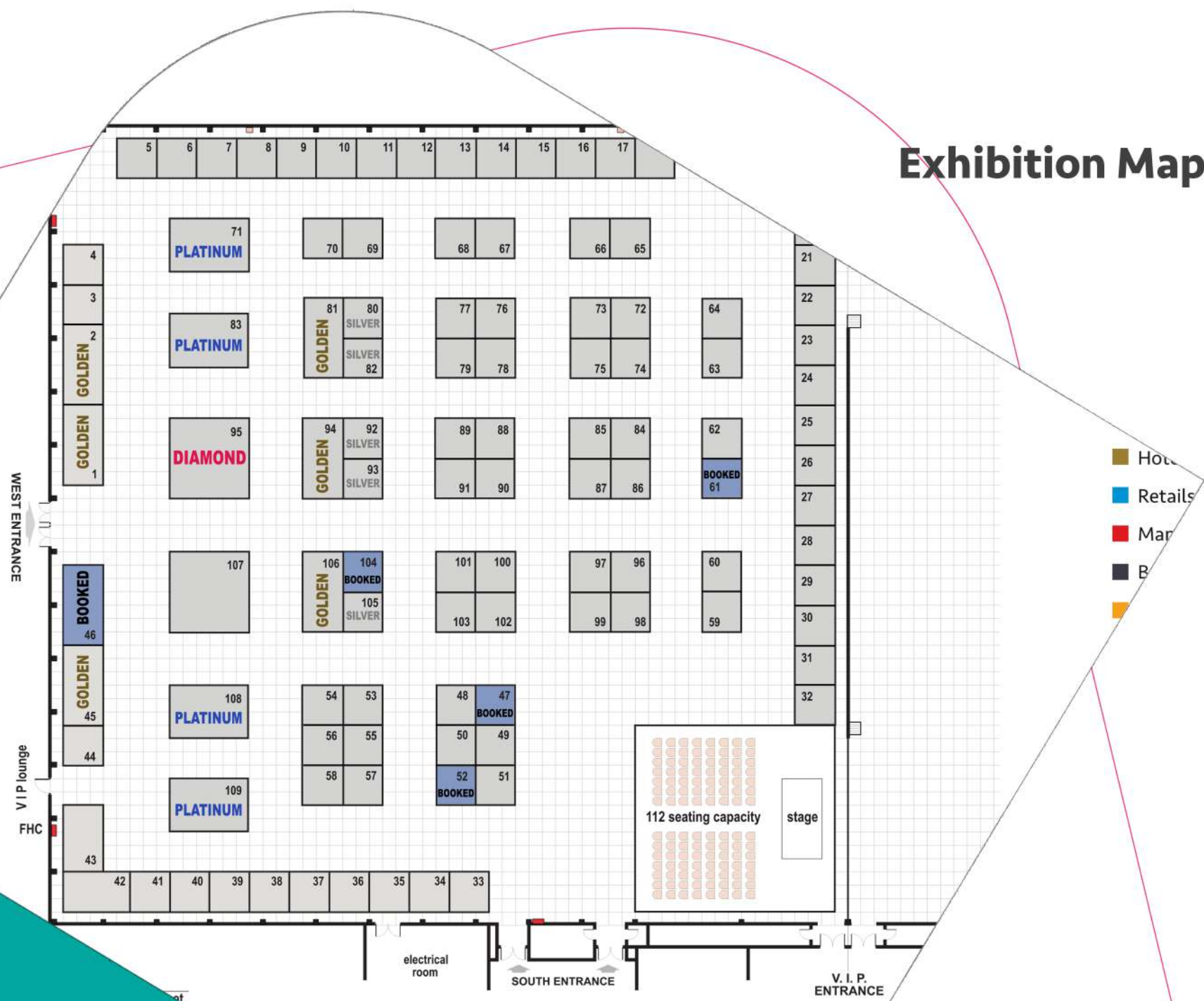
World Franchise Expo

Franchise reference guide

The franchise broker, which provides marketing services to local and international brands of Entrepreneurs and investors (Franchise Broker).

Consulting platform

Exhibition Map



Sectors



**Food &
Beverage**



Fashion



**Hotels &
Resorts**



Retails



**Manufac-
turing**



**Business
Services**



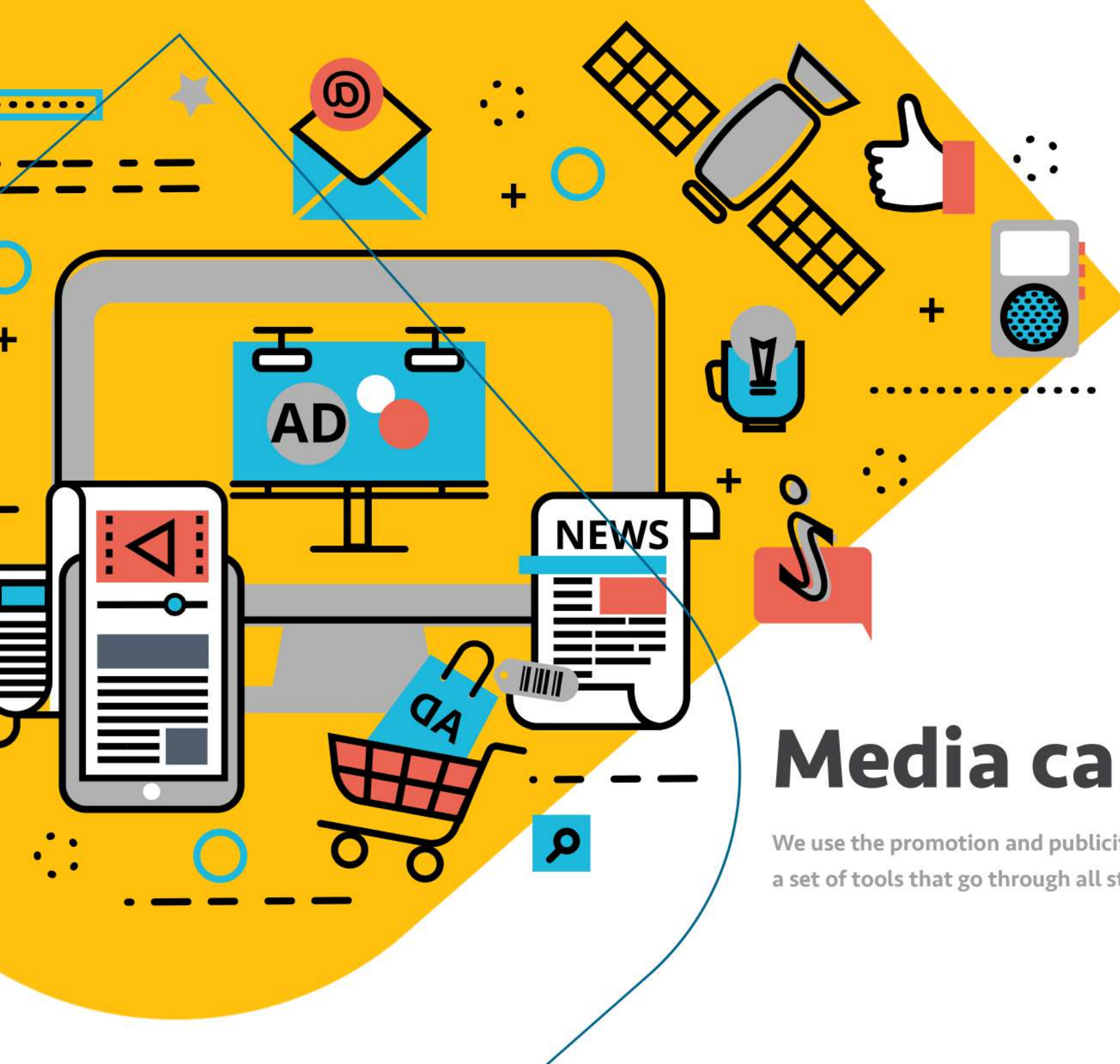
**Financing
Foundation**



**Government
Sectors**



**Business
Entertainment**



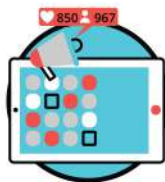
Media campaign

We use the promotion and publicity of the exhibition through a set of tools that go through all stages of the work



Newspapers

- A monthly newspaper statement includes the newest news of exhibitions & partners
- Publishing ads in specialized magazines



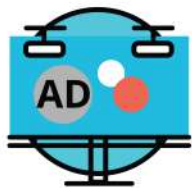
Digital Marketing

- Through social media channels
- Online ads in news sites and via social media bloggers (Twitter, Snap Chat, Instagram)
- Google ads, You tube channel
- Diversity in the media and production of videos to promote through different media platforms



Public Relations

- Corporate with public & effective figures to promote the exhibition.
- Create an audience through government entities and other relevant sectors



Street Ads

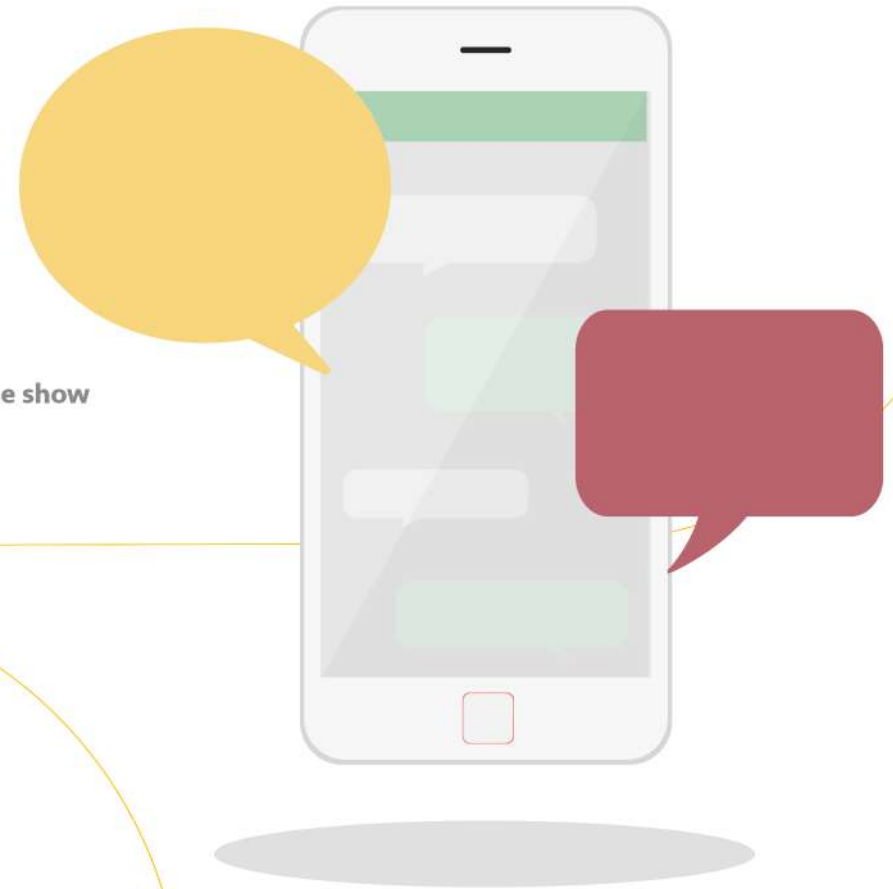
- Ads on the main streets of Al Khobar and ALDammam





SMS campaign

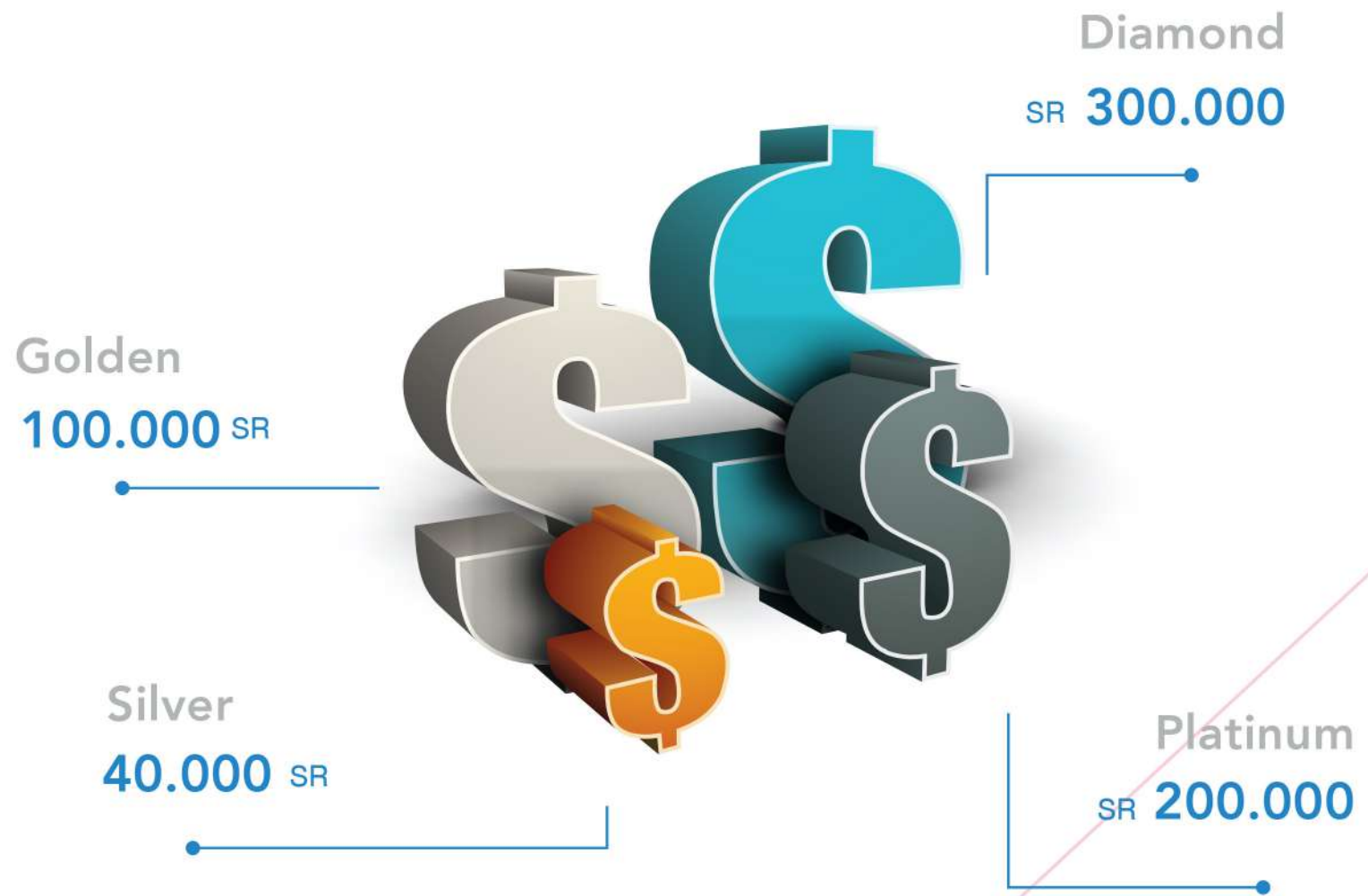
- SMS campaigns inviting visitors to attend at the show





Packages Sponsorship







Advantages



Advantages

PUT THE SLOGAN ON ALL RELATED PUBLICATIONS OF THE EXHIBITION

PROMOTING THE SLOGAN ON ALL SOCIAL MEDIA CHANNELS AND ON THE WEBSITE

PUT SLOGAN ON ALL EXTERNAL ADS

ADDING THE SPONSOR'S NAME & SLOGAN ON INVITATION CARDS

BANNER ON ALL EDITORIAL PAGES

PAGES INSIDE THE EXHIBITION MAGAZINE

PUT SLOGAN ON POSTERS INSIDE THE EXHIBITION HALL

ADVERTISING AREA ON THE WEBSITE

DISPLAYING AN ADVERTISING VIDEO ON THE SPECIFIED EXHIBITION SCREEN

AREAS FOR ADS AT THE RECEPTION SPECIALIZED FOR PUBLICATIONS

A CHANCE TO HAVE A PRESS MEETING WITH THE SPONSOR AT THE LOCAL CHANNELS

GRANTING THE SPONSOR A TIME TO TALK ON THE STAGE, AND PARTICIPATE AWARDING

HONOR SHIELD PRESENTED BY THE EXHIBITION'S ORGANIZER AT A FINAL CEREMONY

SPECIAL INVITATION CARDS FOR THE SPONSOR'S GUESTS

HANG THE SPONSOR'S FLAGS ON THE LIGHT COLUMNS AT EXTERNAL ENTRANCE OF THE EXHIBITION

SPECIALIZING AN AD AT THE EXTERNAL GATE OF THE EXHIBITION

THE SPONSOR HAS THE RIGHT IN DISTRIBUTING HIS OWN MAGAZINE TO THE VISITORS































THE SPONSOR HAS THE RIGHT TO DISTRIBUTE GIFTS WHICH CARRY HIS SLOGAN

THE SPONSOR HAS THE RIGHT TO GIVE HOSPITALITY OF CHOCOLATE WHICH CARRY HIS SLOGAN

THE SPONSOR HAS THE RIGHT TO PRESENT WATER BOTTLES WHICH CARRY HIS SLOGAN

THE SPONSOR HAS THE RIGHT TO PUT SMALL FLAGS OVER THE FORUM TABLES



Diamond	Platinum	Golden	Silver
36square meters	27square meters	18square meters	9square meters
			
			
			
			
			
4	4	2	1
2	2		
			
sec 30	sec 20	sec 10	
			
			
			
			
100	50	30	10
6	3		
	2x2	2x2	2x0.9
			
			
			
			
			



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KHOBAR 2019

Launch your brand ..



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