

# THE 16<sup>th</sup> MIDDLE EAST & NORTH AFRICA INTERNATIONAL FRANCHISING & LICENSING EXHIBITION

THE LARGEST & MOST VISITED FRANCHISE EXPO  
IN THE MIDDLE EAST & NORTH AFRICA



*17 – 19 November 2018*  
*The Nile Ritz-Carlton,*  
*Cairo*

The  
Expo

Certified Franchise Executive  
CFE Program

The  
WFC Meeting

Conference  
Sessions



Secretary General  
and a member of



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Organized by the Egyptian Franchise Development Association (EFDA); a member of the World Franchise Council since 2005. EFDA represents and serves the franchise industry in Egypt, promoting investments through franchising, encouraging training and working to solve the common problems in the franchise industry.



## MIFE

- Better opportunities to get more international and local visitors to Egypt.
- Know the franchise trends in Egypt.
- Benefit from high media coverage to reach your targets.
- Take advantage of this unique opportunity and invite your best prospects.
- Target the serious and most qualified buyers you want to meet face to face from across EGYPT and the MENA region.
- This is the industry's one-stop franchise event, organized by the Egyptian Franchise Association.

Since 2002, EFDA with 16 annual international franchise Exhibition and Conference

1700

Exhibitors

128,000

Visitors

1900

Trade marks

## FRANCHISING IN EGYPT

### WHY EGYPT ?

- Egypt's substantial population makes it the largest market in the Arab world, with the population of Cairo at over **20 millions** and Alexandria at over **5 millions** with a total population of **100 millions**.
- The historical charm in Egypt privileges its competitiveness compared to other tourist destinations, which positively reflects on the retail market attracting **10 millions** tourists.
- Egyptian economical atmosphere is now able to digest new sectors transformations, especially this new revolution in the service sector that took place lately.
- Franchising continues to experience extraordinary growth in Egypt and all over the MENA Region.
- Over **60 large** shopping malls all over Egypt with total size of **6.2M sqm** and around 16K units.



### THE CONFERENCE

**EFDA** is organizing, in conjunction with the World Franchise Council meetings, its annual exhibition and conference, in the presence of 40 chairman of international franchise associations on **17<sup>th</sup>-19<sup>th</sup> November 2018 in Cairo**. The conference will include one ministerial panel, one panel on the linkages between CSR and social franchising and one on franchise's impact on the social welfare and creating new job opportunities. The conference will introduce "Social Franchising" as a new concept in Egypt which targets the empowerment of social enterprises developing more employment opportunities for disadvantaged people and achieve social aims.

## THE WORLD FRANCHISE COUNCIL (WFC)



**The World Franchise Council (WFC)** is a non-political Federation of 44 national franchise associations from around the world, together with 3 supra national bodies: the Asia Pacific Franchise Confederation, the European Franchise Federation and the Ibero-American Franchising Federation (FIAF).

Franchising has been growing worldwide. Global markets are receptive to the business model. The business model provides entrepreneurial minded business people with an opportunity to run their own "shop." What makes franchising attractive not just for individual entrepreneurs, but also for foreign countries, is its contribution to the economic output. According to the most recent WFC Survey on the Economic Impact of Franchising Worldwide study:

- Approximately **2.6 million** franchised businesses
- Sustain over **29 million** jobs around the world.
- On average, franchising contributes **2.7% to national GDPs**.



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17 – 19 NOVEMBER 2018  
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CAIRO

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