

GULFOOD 2011 Dubai
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Kit Brinkley - 22 Feb 2011 (REVISED)

INTERNATIONAL FRANCHISE SEMINARS PROGRAM

Date: Sunday 27 February 2011 Timings: 1000hrs to 1800hrs, with buffet lunch at 1300hrs

INTERNATIONAL FRANCHISING

Title:

"Your Essential Guide" with special feature **"Presentation of 30 exclusive Brands"** to suit investors, franchisees, entrepreneurs.

Delegate tickets available from Gulfood Conference Organisers, or on line at www.Gulfood.com

Overview of the International Franchise Seminar Program

Learn about the acquisition of brands and building a successful network. Discover the 10 golden rules for success. Franchise agreements, legal matters, financial planning together with answers to your questions. The essentials of supply and distribution & Halal accreditation are included. The Event provides focused presentations of carefully selected Food Brands for interested investors with Question & Answer sessions by experienced local franchise operators. International Speakers are drawn from the UAE, USA and Europe. *An extended presentation of 30 brands wishing to enter the ME is presented as the final session. This promises to be a highly informative, wide ranging series of seminars – not to be missed!*

Lunch is included in the price of the delegate ticket.

Kit Brinkley - Moderator

Kit will report on latest Middle East franchise activities. Highlighting the way investors are looking at the markets. Assessing the new opportunities.

Paul Cairnie

Paul will provide detailed presentations of exclusive Food Brands ready to enter the Middle East. Understand what Franchisors are looking for; learn from real success stories and why it can all go wrong; how to get it right the first time.

Sary Hamway

Sary will lead on the important subject of "Franchise Agreement Negotiations - How to choose a Franchise and build a successful network".

Von Kennedy:

Von will speak on the vital importance of operational support and the proper distribution in order to develop and manage an international food brand. Benefit from local success stories from brands such as Coldstone Creamery, Caribou Coffee, Fatburger.

Learn from these 10 Franchisors: first hand accounts from:

Cheesecake Café	(USA)
Pepe's Piri Piri	(UK)
Bar-B-Cutie	(Spain)
Crazy Dough Pizza	(USA)
Just Falafal	(UAE)
Caribou Coffee	(UAE)
Fatburger	(UAE)
Yo Sushi	(UAE)
California Pizza Kitchen	(UAE)
Dressed Salads	(USA)
Spicy Pickle	(USA)

Our expert panel will advise and guide you through the essentials of successful franchise systems as well as what the Franchisors require of their investors/partners for the award of their licences

**LUNCH is provided for Delegates within the ticket price
 1.00pm to 2.00pm**

The acquisition of Brands
together with **the presentation of 25 exclusive Brands**

2pm to 6.00pm

An opportunity is provided to learn about franchise agreements, legal matters, financial planning, operations, marketing and recruitment of staff.

30 international food Brands for the GCC will be presented to delegates.

This session is followed by meetings with the delegates, who wish to receive more detailed information. This is a great opportunity to meet the seminar team on a one to one basis.

OUTLINE SCHEDULE of the International Franchise Program

GULFOOD 2011 Dubai

in association with World Franchise Associates and sponsored by Midamar Corp

Sunday 27 February 2011

10.00hrs to 1800hrs

Time	duration	Subject Matter	use of AV	Invite Q&A	comments
0900hrs from 0900		REGISTRATION Welcome with refreshments			
1000	15 mins	Welcome & Introductions	Yes	No	Moderator
	10 mins	"Overview of international franchising"	Yes	No	Kit Brinkley
1030	45 mins	"How to choose and how to acquire a brand. How to build a successful network"	Yes	Yes	Sary Hamway
1115	20 mins	Coffee break			
1140	30 mins	"10 Golden Keys for success"	Yes	Yes	Kit Brinkley
1215	30 mins	Learn from the Franchisees: - Bar-B-Cutie (Spain) - N_K_D Pizza (UAE)	Yes	Yes	Fran Baena Ian Ohan
1300	1 hour	Lunch & Networking			
1400	20 mins	"The importance of operations and distribution in developing and managing a food brand internationally"	Yes	Yes	Von Kennedy
1430	15 mins	"Franchise Agreements and the essential documents of a franchised business"	Yes	Yes	Kit Brinkley
1500	30 mins	Learn from the Franchisees: - Caribou Coffee (UAE) - Just Falafel (UAE)	Yes Yes	Yes Yes	TBA Mohamad Bitar

		<i>Coffee break</i>			
1600	1730hrs (90 mins)	<i>Presentation of 30 international food Brands with speakers from: Pepe's Piri Piri (UK) Spicy Pickle (USA) Bar-B-Cutie</i>	Yes	Yes	<i>Break out areas available at end of this session</i>
	1800hrs	<i>Summary and close of Seminars</i>			<i>Issue CD of presentations</i>

COME AND MEET THE BRANDS!

Afternoon Session

	GULFOOD 2011	LIST OF BRANDS	Franchise Seminar Program	Sunday 27 February 2011
BRAND NAME		Country of Origin	Speakers	
Margaritaville		USA	Panel	
Bar-B-Cutie		USA / Spain	Fran Baena	
Yam Yam To Go		The Netherlands	Panel	
Mrs Fields		USA	Panel	
TBCY (The Country's Yoghurt)		USA	Panel	
Stevie B's		USA	Panel	
Dressed Salads		USA	Panel	
Pepe's Piri Piri		UK	Munir Hussain	
Abbott's Ice cream		USA	Panel	
The Bagel Bar		Ireland	Panel	
Green Mill		USA	Panel	
Yo Good		USA	Panel	
Pita Pit		USA	Panel	
Candy Cakes		UK	Panel	
Crazy Dough		USA	Panel	
Winger's Grill		USA	Panel	
Pho Hoa Vietnamese		USA	Panel	
C House Coffee Shop		Italy	Panel	
Mokarabia Coffee		Italy	Panel	
Blue Chip Gourmet		USA	Panel	
Nancy's Pizza		USA	Panel	
Al's Beef		USA	Panel	
Hyde Park		USA	Panel	
Cheese Cake Café		USA	Panel	
Smoothie Factory		USA	Panel	
Spicy Pickle		USA	Peter Wright	
Fatburger		USA / UAE	Panel	
Brasserie Flo		France	Panel	

Tabla Pizza	France	Panel
Hippopotamus	France	Panel
Bullets Burgers	USA	Panel
Great Wraps Café	USA	Panel
N_k_d Pizza	USA / UAE	Ian Ohan
Just Falafel	UAE	Mohamad Bitar
Cold Stone Creamery	USA / UAE	Panel (Midamar)
California Pizza Kitchen (CPK)	USA / UAE	Antoun Abou Jaoude
Yo Sushi	USA / UAE	Panel
Caribou Coffee	USA / UAE	Apparel (TBA)
38 Brands 30 international Brands for Middle East		

Prepared by: Kit Brinkley, World Franchise Associates

As at: 22 February 2011

E&OE