

سومین
نمایشگاه

فرانچایز و

توجه کسب و کار

۱۴ تا ۱۷ دی ۱۳۹۸
4 - 7 Jan. 2020

ساعت بازدید: ۹ تا ۱۷
Visiting Hours: 9H00 - 17H00

محل دائمی نمایشگاه‌های بین‌المللی تهران
Iran International Exhibition Co.

همراه با تقدیر از فرانچایزهای پیشرو ایرانی

IRAN'S LEADING
FRANCHISE AWARD

سومین کنفرانس بین‌المللی فرانچایز ایران



IFEC

INTERNATIONAL
FRANCHISE

EXHIBITION & CONFERENCE

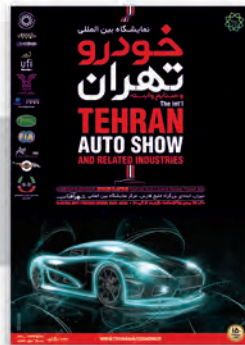
TEHRAN

**BUSINESS
SHOW 2020**

www.tehranbizshow.com

محل دائمی نمایشگاه‌های بین‌المللی تهران. Iran International Exhibition Co.





▲ The Third International Franchise Exhibition & Conference

As the Third Tehran Business Show launches in January, Hermes Business Idea Co. & Danac Events are proud to announce their collaboration in organizing the "Third International Franchise Exhibition & Conference of Iran" as well with the assist of the World Franchise Council and a number of national franchise associations from developed countries. The "International Franchise Conference of Iran" is also to be held during the event on January the 4th at Hall No.1 of the Iran International Exhibition Center, hosting major international and local brands; senior managers of private and state companies and organizations; and other business enthusiasts having the "Head of The World Franchise Council" delivering their speech and the honoring of pioneer brands in the franchising industry in Iran.

▲ Exclusive Entrepreneurship, Investment and Brand Development Opportunities

This event is to be held with the sponsorship of the "World Franchise Council" and a number of national franchise associations from developed countries, the Ministry of Industry, Mine & Trade, the Ministry of Cooperatives, Labour and Social Welfare, Iran Chamber of Guilds and the attendance of senior managers of business franchises, commercial centers, related economic activists, academic faculty members and students.

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Franchising is most known as a major aggressive competitive industry and a significant instrument for entrepreneurs in the establishment and development of major international brands and is also known to be one of the most decisive grades towards sustainable employment development.

What is Franchising?

Franchising is the granting of a license by one person (the franchisor) to another (the franchisee), which entitles the franchisee to trade under the trademark or trade name of the franchisor and to make use of an entire package, comprising all the elements necessary to enable a previously untrained person in the business to run it, with continual assistance on a predetermined basis. The franchisee benefits from becoming part of an already established brand.

The principle is simple - some companies choose to grow, not by developing in the conventional way, but by granting a license to others to sell their product or service in return for "royalties".



▲ Why Organize IFEC 2019?

Since the Franchise industry has a significant share in GDP of developed countries, it is considered as one of the most efficient tools for business growth and economic prosperity, and also considering the necessity of business culture, the introduction of educational standards, the latest achievements and knowledge-based approaches in this field, the International Franchise Exhibition and Conference will be held for the second time in Iran.

▲ IFEC Aims To Be

1- Establishing favorable conditions for introducing and proposing investment opportunities, Franchise industry capacities in Iran, creating and developing Iranian franchises, entrepreneurship and the opportunity to know the experiences of successful international franchises.

2- Develop the Iran's Franchise Exhibition and Conference into one of the most important events within the industry in the Middle East.

▲ Event Features

- Presence of reputable local and international brands
- Presence of top local and international consultants
- B2B meetings
- Educational workshops
- A special exhibitor's App
- Extensive advertisement in environmental media, newspapers, social media
- Iran's leading franchise award

January 4th 2020 14:00 - 18:00

Hall No. 1 of the Tehran International Exhibition Co.

The 3rd International Franchise Conference



Honoring Leading Franchisers in Iran

Key Topics

- Discussing the Franchise Industry Capacity to Promote Sustainable Employment and Improve Macroeconomics.
- Introducing emerging opportunities and potential markets in the field of franchising industry in Iran and the Middle East.
- Familiarity with the standards, achievements and the latest global brands approaches.
- Reviewing the ways of creating public business culture by using the experiences of developed countries in this field.

Visitors

- Senior executives of the private and governmental sector
- Entrepreneurs
- Chain business owners
- Franchising agencies
- Senior brand managers
- Branch affairs & Representative Development
- Business consultants
- Professors & students of economics
- Entrepreneurship
- Management & other related areas



2019

INTERNATIONAL
FRANCHISE
 EXHIBITION & CONFERENCE

▲ About the Tehran Business Show

Hermes Business Idea has been a leading representative in holding major international exhibitions and conferences and after a year of research and studies on business exhibitions in the world, including the great London Business Show that has been known as the most fastest developing exhibition in Europe, we have made it to hold the first edition of this major event in 2018 and set goals to offer a flourished ecosystem in entrepreneurship and innovation and have been set to hold the second edition of this event titled as:

The Third International Exhibition of Business and Franchising in Tehran

With the official support of the Ministry Industry, Mine & Trade and the Ministry of Cooperatives, Labour and Social Welfare and Iran Chamber of Guilds, the Industrial Management Institution IMI, and Iran Chamber of Guilds in the previous exhibition; we have aimed to create an opportunity in introducing management, franchise and startup services to business managers and private, state and public organizations at the Iran International Exhibition Center from January 4-7, 2020.



This exhibition contains seminars, workshops and various classes from which the schedule will be announced prior to the opening of the exhibition from which all visitors of this exhibition will be under radar and hand-picked for invitation.

This exhibition is obviously a milestone in Iran's academic business development.

The Business Show



History

1. Starting from London business show, they have 40 successful experiences courses
2. Europe has the fastest growth of business show
3. Attract more than 25000 business in London business show
4. Supported by the world entrepreneurship week
5. Held in Singapore, philippin and south Africa after England

Goals

1. Introducing of management services to managers
2. Introducing franchise for managers and investors
3. Development of startups
4. Business development towards management economics
5. Provide abundant opportunities, advice and information for business growth and development to managers in a challenging economy
6. Extending and developing skill orientations in business developments
7. Connecting business-idea owners to smart investors for direct consultant and generating sustainable job opportunities
8. Individual development in logic and idea management
9. Creating a prominent infrastructure to spotlight investment opportunities and capacities of the franchise industry
10. Aiming towards the introduction of the international franchise conference and exhibition in Iran

Reasons

1. Second exhibition of business show in the Middle East and Iran
2. Dropping the Iranian economy from the source to the basic knowledge
3. Developing cooperation with companies and creating joint projects
4. Creating additional exhibition programs including professional conferences
5. Close connection with visitors and the opportunity to set face-to-face meetings
6. Determining customer needs
7. Offering business contract signing opportunities, economic and activity developments for visitors
8. Creating opportunities for business relationships and identifying authorized local and international companies
9. Franchise is known as one of the most efficient business promotion tools and economic developer
10. The urge to present educational standards in franchising

Exclusive Advantages of The 1st, 2th and 3rd Business Show



1- The Tehran Business Show is set to offer visitor registration for the exhibition. Visitors can register at www.tehranbizshow.com by filling up the exhibitor's registration forms and receiving a serial number that will be scanned with the "Tehran Business Show mobile application" prior to their entrance to the exhibition hall. Scanned serial numbers will be offered an ID card valid for the exhibition and all exhibitors that have downloaded the mobile application will ease access to the visitor's information thus creating a more reliant b-to-b experience.

2- The first edition of the Tehran Business Show showcased over 200 one-minute videos from Iran's leading faculty members wherein three specific topics were introduced "Management Services, Franchise, Management Startups".

3- In the second edition of the Tehran Business Show over 200 events such as seminars, educational workshops, master classes and features will be offered.

4- The exhibitors can offer details of their presentations during the 4 days of the exhibition with prior notice. This will include: the name of the speaker, title of presentation, short description of the presentation, image of the speaker and the date and time of the presentation. The visitors will mostly include managers and investors.



The website of the exhibition www.tehranbizshow.com will offer the following content:

- Managing Services
- Franchise
- Startup

This website will also be offering registration services to visitors and contributors as well.

Mobile Application

This app offers reminders for the scheduled events for every manager willing to attend.

Other features of the mobile application include:

- 1- Directions to the exhibitions
- 2- List of the exhibitors
- 3- Basic information about the event
- 4- Map access



Workshops of the Second international Business Show



Short Videos of Leading Faculty Members & Business Mentors in the 2018 Tehran Business Show



Exhibition Advantages

Exhibitors

- Introducing exhibitors as leaders of their market for participating in the second Business & Franchise Exhibition
- Opportunity to display businesses to visitors purposefully
- The best way to offer management services business in other ways, such as newspapers and television advertising and etc.
- Putting business exhibitors in front of large/medium-sized businesses
- Businesses will face potential managers and potential brands

Visitors

- Face-to-face conversation with business supporters such as advisers and professional trainers and mentors
- Learn franchise methods and essentials in the form of workshops and seminars
- Possibility to grant business franchises to valid managers and investors
- The possibilities of investment and capitalism in the field of startup
- Participate in the second business show in Iran and access to information and services of top managers at a specialized exhibitions
- Communication with brand managers
- Familiarity with international accelerators

Financial Sponsors

- Showcasing the sponsorship brand at a local and international level
- Exclusive invitation of business managers as visitors
- A smaller target community is more accurate and effective to see



Exhibitor's Community

Franchise Group

- Franchising Trade Center
- Franchising Consultants
- Franchising Executives
- International Franchise Associations
- Local & International Clothing Brands

- Consulting Centers of Management and Planning
- Interior Design
- Food Industry
- Coffee Shops
- Chain Fastfood & Restaurants
- Chain Stores
- Multi Brands
- Brand Owners

- Hotel
- Jewelry Stores
- Insurance
- Publications & Book Stores
- Home Appliances
- Perfume & Cosmetics
- Universities and Institutions

Management Services Group

- 1- Guilds & Unions
 - Unions & virtual businesses
- 2- Consultants
 - Marketing consultants
 - Human resources consultants
 - Strategic planning consultants
 - Management consultants
 - Tourism & handicraft consultant and its business starters
 - Investment consultants
 - Entrepreneurship consultants
 - Brand valuation consultant
 - Public relation consultants
 - Business coaches
- 3- E-trading & Digital Marketing
 - Software developers
 - Freelancing & freelancers
 - Related social networks
 - Websites and applications
 - Online stores and digital trade
- 4- Institutions
 - Banks and financial institutions
 - Educational institutions
 - Brand evaluation institutions

- Consulting & immigration institutions
 - Cultural single-purpose and multi-purpose institutions
- 5- Services
 - Business services
 - Tourism & handicrafts
 - Virtual exhibition tours
 - National organizers of skill developments
 - Advertisement agencies
 - ERP human resource systems
 - Lawyers
 - Logistic services
 - Tourism
 - Organizing conferences & exhibitions
 - Welfare service managements
 - 6- Educational Institutions
 - Management educational centers
 - Speech and presentation workshops
 - Language academies
 - Supreme business academies

- 7- Companies & Websites
 - Company, grade & brand registration
 - Employment agencies
 - Employment websites
 - Stock commissioning companies
- 8- Investment
 - Investment funds
- 9- Network Marketing
- 10- Business Media Monitoring
- 11- Publications
 - Business management publications
 - Investment publications
- 12- Parks & Technology Factories

Startups Supporters

- Business mentors
- Science and technology parks
- Startups coaches
- Accelerators
- Incubator centers

- Iran's web and mobile festival
- Cryptocurrency mining startups
- Home businesses
- Content creating companies
- Virtual businesses

Traditional & Local Businesses

- Novel business presentations
- Identifying developing businesses in franchise

Visitor's Community

Industry Managers:

- Distribution industries
- Pharmaceutical industries
- Petrochemical industries
- Electricity and telecommunications industry
- Food industry
- Alterant industry
- Automobile industry
- Ceramic tile industry
- Aviation industry, maritime industry, rail industry
- Cooling and heating industries
- Steel and iron industry
- Rubber and plastic industries
- Clothes industries , bag and shoes industries
- Carpet industries and handcraft industries
- Sports industries
- Medicine industries

Potential Managers of Exhibiting Companies

Active Members of Guilds & Unions

Industry Owners & Brands Managers

Service Businesses Managers:

- Banking
- Stock
- Insurance
- Computer Services

Investment Companies:

- Accelerators
- Creative People, Investors and People with Skills
- Entrepreneurs

Invitation Types

Direct

- Delivery of invitations in person
- Direct calling
- Email
- Message
- Auto call

Indirect

- Website
- Social media
- Presentations at management seminars
- Create management events





Iran International Exhibitions Co
4-7 January 2020



Location of the Second
International Franchise
and Tehran Business Show



Location of the Second
International Franchise
Conference



IFEC
INTERNATIONAL
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TEHRAN
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