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Franchise know-how


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Franchise Exhibition Turkey 2009 in Istanbul

Under current conditions in the market, if a company can not be successful to introduce its product in a right way and communicate it to correct masses, it is not so possible for that company to become successful and continue its entity in the sector, notwithstanding how its product is good and high quality.

 At that point, the trade fairs have a character of market where the service and commodity producers and consumers meet at a definite time period and place and as the fairs are oriented to a definite subject, they give opportunity to participant companies to catch the "related demand" directly, in the shortest time and in the most effective manner.

A fair organization is deemed as the most important communication tool in all around the world in terms of giving information about a company and its products and services to the target mass and strengthening its image.

The FRANCHISE TURKEY '09 - FRANCHISE INVESTMENT, ENTERPRISING AND TRADE FAIR to be realized with cooperation of **franchise-net** and **Sentez Fuarçılık** at Istanbul Fair Center between dates of 23-26 April, 2009, creates an important opportunity for all franchise giving brands to increase their franchise operation numbers by reaching to right entrepreneurs.

Its importance in terms of participants:

- With FRANCHISE TURKEY '09-FRANCHISE INVESTMENT, ENTERPRISING AND TRADE FAIR, to have opportunity to act together with international 30 master franchise brands that are successful in Europe and keep the Turkish market warm.
- By making preference among master or franchise getting companies that are the most convenient for them, an opportunity to present their concepts to a comprehensive visitors mass.
- An opportunity for local brands to become a brand abroad as a result of participation in the fair of franchising lawyers, consultants and franchising associations that direct the franchising sector in Europe.
- With a big media purchasing made nationally and locally, to direct all the related buyers from all cities of Turkey to the fair.
- Thanks to cooperation realized with small, medium and big-Organized Industrial Sites, Chambers of Commerce in Turkey general, Businessmen Associations, young entrepreneurs associations and woman entrepreneurs associations and various clubs, an opportunity to meet with

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Fairs

[07.05.-09.05.2010,](#)[Portugal](#)[03.09 - 05.09 2009,](#)[Bulgaria](#)[09.10 - 10.10. 2010,](#)[Portugal](#)

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- all cities in Turkey.
- To communicate the fair to Europe by means of franchise-net and profile of visitors from abroad.
 - An opportunity to individually present the products and services to the related purchasers and right enterprising companies.
 - To increase brand awareness and ensure prestige as a franchise brand.

Its importance in terms of visitors:

- By creating new business ideas, an opportunity to recognize the system that mostly suits to them and the environment they are present and to direct towards to a correct investment.
- An opportunity to know the tried and successful systems and to develop cooperation.
- An opportunity to collectively compare similar products and systems in the same medium and recognize differences and superiorities of products or services having similar features,
- An opportunity to individually negotiate to authorized persons of companies and to know the system well.
- An opportunity to be a leader in trade and to be the best in the region by carrying the successful systems in big cities to the related region.
- An opportunity to carry correct systems by observing the gaps in the related region and to direct towards to a profitable investment.
- An opportunity to be the Turkey representative (Master franchise) of the successful systems in the world.

“FRANCHISE TURKEY’09-FRANCHISE INVESTMENT, ENTERPRISING AND TRADE FAIR is an activity you will not want to miss to grow your business in the national and international markets, find a partner and increase your brand image and awareness”.

Contact: h.yelek@franchise-net.com.tr

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