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## Franchise Exhibition Turkey 2009 in ISTANBUL

Turkey is among the most dynamic economic regions in Europe.



Especially the franchise business is booming. In order to enable franchisors from abroad to go into this market, in April 2009 there will be the franchise exhibition in Istanbul. Together with the experts of the trade fair organizer SENTEZ franchise-net Turkey is preparing and realising this exhibition.

Start now in a new market with your successful franchise system, supported by the experts of franchise-net.

### Did you know that ..

- Turkey since years makes part of the fastest-growing economies in the world?
- the gross national product of the greater metropolis of Istanbul is bigger than the GNP of Hungary?
- on October 3rd, 2005 the official accession negotiations with the EU have started? • since January 1st, 1996 there is a customs union between Turkey and the EU, i.e. free trade of almost all goods. About 50% of the total imports come from EU countries.
- more than 5,500 foreign companies, mainly from EU, are established in Turkey?
- the average gross monthly wage is less than €300?
- Turkey has more than 70 million inhabitants, of which 50% are younger than 25 years?
- because of the ideal geographical location and of the good political relations many entrepreneurs use Turkey as a springboard to the Middle East and the Asian market?
- the franchise industry has achieved an annually growth of over 30% in the recent years?
- Turkey is the world leader concerning self-employed people with 49.2%?
- in Turkey franchising works primarily through master franchising operations?

### General information about Franchise Exhibition Turkey 2009 in Istanbul:

#### Organizer:

franchise-net Turkey [www.franchise-net.com.tr](http://www.franchise-net.com.tr) and the fair organizer

SENTEZ [www.sentezfuar.com/indexeng.html](http://www.sentezfuar.com/indexeng.html)

#### Date:

April 23rd - April 26th, 2009, daily from 10 a.m. - 18 p.m.

#### Location:

World Trade Center Istanbul,

More information: [www.wtcistanbul.net/english/](http://www.wtcistanbul.net/english/)

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### Partner



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**Exhibitors:**

about 130 companies, of which a maximum of 30 participants from Europe, the Americas and Asia, 100 companies from Turkey

**Total exhibition space:**

5500 sq.m.

**Expected visitors:**

30.000, domestic and international

**The budget:**

For marketing, advertising and campaigns will be spent about 160.000,- € In addition, there are cooperations planned with relevant domestic and international organizations.

**Partners:**

The Chambers of Commerce of TurkeyThe German-Turkish Chamber of Commerce JCI (Junior Chamber International Turkey Kagider (association for women entrepreneurs)

We are in contact with many other major organizations and partners ...

Contact information: [h.yelek@franchise-net.com.tr](mailto:h.yelek@franchise-net.com.tr)

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