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## Franchising 2008 in Kiev

Nowadays franchising plays an important role, owing to simple ideas and principles which lead to effective development. Growth rates of franchising in Ukraine are the following: more than 300 franchising chains and about 20 thousand outlets use franchising system or its elements in their activity (according to the data of Ukrainian Franchising Association).

**I am looking for a business to buy!**

From November 11 to 14, 2008, at KyivExpoPlaza venue, the 4th international specialized trade show Franchising 2008, will take place.

Every year more brands take part in the a specialized exhibition of "Franchising" which is the key-

event of the market and the most effective marketing tool to find new business-partners. We invite you to take part in the 4th international specialized trade show, Franchising 2008, which will take place at KyivExpoPlaza venue, in Kyiv, Ukraine, from November 11 to 14, 2008. The trade show's organizer is Euroindex Ltd., the technological leader in Ukraine's exhibition-organizing business, and the largest organizer of b2b trade shows. Euroindex is a member of the Global Association of the Exhibition Industry (UFI), which bears witness to international recognition and to compliance with high standards in the exhibition business.

### Aim of carrying out the trade show:

Presentation of the well-known companies, which use franchising system in their activity.

Help for entrepreneurs, who wish to become a franchisee.

Provision of the basic information on the principles and possibilities of franchising.

### Our visitors:

owners and directors of companies of various sizes, entrepreneurs, looking for new ways of business development, representatives from state authorities and public enterprises.

### Thematic areas

The franchising business:

in public catering;

in trade;

In the service sector;

Credit-programs to assist franchising business. Public organizations, assisting in promoting entrepreneurship. Consulting and legal services for franchising.

### Program of events

Traditionally within the framework of Franchising 2008, in order to attract the target group of visitors, we organize the program of specialized conferences and seminars, where exhibitors and visitors of the trade show can share cutting-edge experience and professional knowledge. Exhibitors will also carry out their own seminars and presentations, which allow them to attract more interest from visitors to their brand names. All events take place in

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conference rooms, which are fully -equipped with sound-amplification and presentation equipment.

Franchising School - business-forum for beginners in franchising, where experts discover the philosophy and practice of franchising, the basic aspects of functioning of the brands in franchising operating in Ukraine and abroad. Annual Rating of franchising networks "Franchise in Ukraine" will name winners in the following nominations:

The best franchisor in public catering.  
The best franchisor in non-food trade.  
The best franchisor in food trade.  
The best franchisor in the service market.

Also special awards:  
The most fast-growing network.  
The smartest network.  
The most accessible network.  
The most persevering foreigner.

The program of events is available on the trade show's website [www.franchising.euroindex.ua](http://www.franchising.euroindex.ua) and is sent out together with invitation cards.

### **Opening hours**

The trade show is open from 10:00 am to 6:00 pm (Entrance is by invitation card or paid ticket). Entrance of visitors is allowed only up until 5:30 pm.

### **Transportation**

To transport visitors to KyivExpoPlaza during the trade show, a special shuttle bus service will run from Nyvky metro station departing at least every 5 minutes.

### **Contact details:**

For enquiries about the trade show, please contact us:

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Source: Franchising 2008

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