

Francorp is supporting important events in the region like The Global Franchise Market Franchising Exhibition (TGFM). With the sponsorship and support of The



Imad CHARAFEDDINE
Chairman Francorp Middle East

Francorp Middle East, the world's leading franchise consulting firm, Dubai hosts the 1st Global Franchise Market on the 14th and 15th of November, 2016, at the Dubai International Convention and Exhibition Centre.

Mr. Imad Charafeddine, Chairman of the Francorp Middle East, is a



well-known figure in the region's franchise industry. With a solid franchise consulting background and extensive experience, he oversees all of Francorp's business development in the Middle East. **Page 24**

Dubai

Opportunity for the global investors to welcome Turkish brands in desirable UAE

Franchising in the Middle East

The Middle East and North Africa franchise industry is worth over \$30 billion today and growing at an annual rate of a whopping 27%. The Middle East markets are lucrative in terms of volume,



Dr. Abdul Salam Al MADANI
Index Group Chairman

with a presence of more than 400,000 high net-worth individuals, each with liquid assets of more than \$5 million to invest in new businesses. That means that more than 13% of the population are very rich and together have available funds of more than US\$2 trillion. **Page 24**



Anas Al MADANI, Index Group Vice Chairman

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Franchising in Turkey

There were 54 franchise firms with 272 stores amounting to 4,612 franchisees in 1998; in 1999, the number of franchise firms went up to 66 with 358 stores amounting to 5,580 franchisees; in 2000, the number went up to 82 franchising firms with 481 stores and total number of 6,150 franchisees. **Page 6**



Dr. Mustafa AYDIN / UFRAD

**Be my®
FRANCHISE ?**

The sector is growing with this exhibition...

Be My Franchise Franchising and Dealership Exhibition, which is the number one in Europe and Middle East on the basis of participant brand, m² and number of visitors, was organized by Medyafors Fair Organization at CNR Exhibition Centre in cooperation with UFRAD Turkish Franchising Association and sponsored by Coldwell Banker Turkey. **Page 8**



Aycan HELVACIOĞLU
MediaForce General Manager

I urge the International franchisers to pay attention to the booming market in Turkey

The Turkish market has come a long way since the Franchise system became a way of business which encouraged the companies to develop their own

brand in order to join the World franchising system. The new concept creation efforts of the entrepreneurs ended in positive results.

Page 4



Opening ceremony of Be My Franchise 2016...

The World Franchise Council in Istanbul / 2017

The World Franchise Council (WFC) is a non-political association of more than 52 national franchise associations from around the world. Formed in 1994, it aims to promote the growth of franchising internationally, and facilitate best practice in franchise association management among its members. It also aims to foster and encourage the development of franchise associations in nations where such an association does not currently exist. **Page 10**





BEREKET DÖNER

Master of Turkish Doner

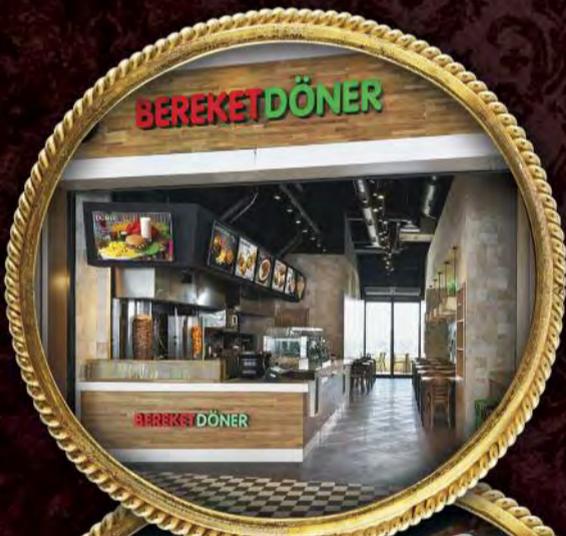
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CHAIRMAN'S NOTE...

After witnessing and welcoming the positive results of 14th "Be My Franchise" Expo organized by Media Force in cooperation with UFRAD in Istanbul, I am encouraged to see the Turkish brands go global. Based on our research and suggestion of our solution partner Francorp; Mr. Imad Charafeddine, we have taken the step to participate in TGFM Expo in Dubai in order to lead and introduce the Turkish brands to the Gulf States. We are very proud to bring the Turkish companies to the Gulf investors based on our mutual representation agreement. First of all, I would like to extend my gratitude to UAE President Khalifa bin Zayed bin Sultan al Nahyan and The Emir of Dubai, Sheikh Mohammad bin Rashid Al Maktoum, Index Group Chairman Mr. Dr. Abdul Salam Al Madani and vice Chairman Mr. Anas Al Madani for their leadership. Additionally, I would like to thank Index Group Business Development Manager Wissam Ezzeddine for his cooperation and support during the "Be My Franchise" 2016 event.

I believe that Turkish brands will have fruitful and firm results with their prospect master franchise and franchisees in Dubai. Based on the prosperity and strong business mind of this region, I am also looking forward to take part in future projects with our partners. Finally, I wish all companies and visitors a prosperous and productive fair in TGFM.

M. Özhan EREM



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I urge the International franchisers to pay attention to the booming market in Turkey...

Ferzan Erem ESCOBEDO / International Relations Coordinator

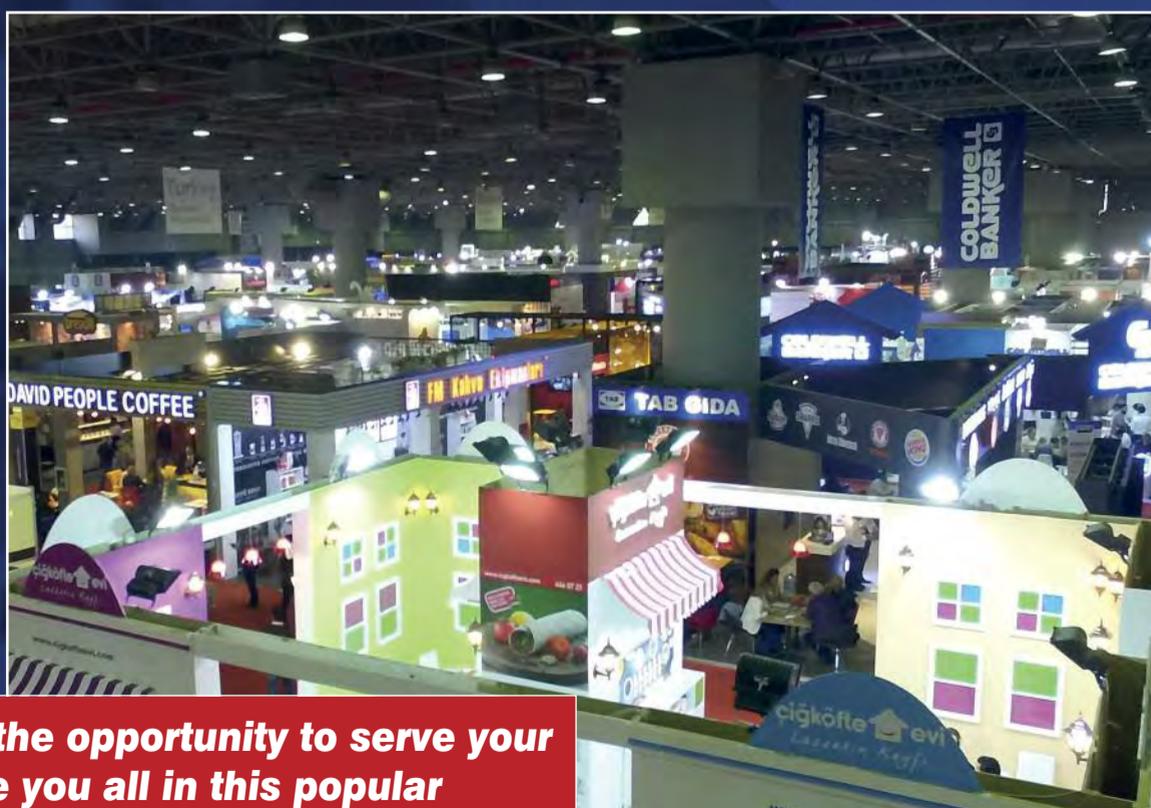


which will take place in conjunction with Be My Franchisee Expo 2017 in Istanbul, Turkey. Population of nearly 80 million, with increasing number of shopping malls, outlet centers and popular high end shopping districts, Turkey attracts a great deal of foreign interests as well. We gladly observe big brands such as McDonald's, Coldwell Banker, Subway, Remax, Coldstone, etc. increasing their numbers of franchisees with great satisfaction in keeping with their expansion strategies. We urge the foreign companies to pay attention to the consumer habit to ease their strategic concerns in order to come and take advantage of the booming Turkish market. Media Force brings you the next opportunity to take part in the 15th "Be My Franchisee" Expo which will take place in October 12-15, 2017 in Istanbul. We focus on Customer Relations Management (CRM) and visitor promotion in order to bring investors and master franchisers to this event. As we all know, the first entry into the market is through a master franchise, therefore, we invite serious investors to the Expo in order for you to meet, greet and prosper.

The Turkish market has come a long way since the Franchise system became a way of business which encouraged the companies to develop their own brand in order to join the World franchising system. The new concept creation efforts of the entrepreneurs ended in positive results. When we look at the big picture, the market being worth 50 billion Dollars started the auto control system from within the companies and Turkish companies started globalizing by expanding through franchise.

As Media Force, we established a strong foundation for the past eleven years by committing ourselves by assisting companies succeed in Turkey with a productive cooperation from UFRAD (National Franchising Association of Turkey) which helped our brands with their expansion and increase their scientific quality. In today's World, the Turkish franchise system has grown into a large sector with legal advisers, concept consultants and food engineers working on specific product development as well as franchise fairs and related

publications. Now many of those companies are going International after steps of development and we are proud to bring them to you. We are also excited to host the World Franchise Congress in cooperation with UFRAD



Come and give us the opportunity to serve your needs. Hope to see you all in this popular International event in Istanbul in 2017...

Some popular franchises in Turkey





Franchising in Turkey



UFRAD Chairman Dr. Mustafa AYDIN

We believe in the indispensable role of education in franchising. We have been organizing conferences addressing business environment in several cities of Turkey since 1993.

Year of the first franchise network in your country?
1985, Foreign/McDonald's.

Latest figures including year by year figures and sector breakdown.

There were 54 franchise firms with 272 stores amounting to 4,612 franchisees in 1998; in 1999, the number of franchise firms went up to 66 with 358 stores amounting to 5,580 franchisees; in 2000, the number went up to 82 franchising firms with 481 stores and total number of 6,150 franchisees. Today our researches show us that we have more than 1840 chains in Turkey (with at least 2 locations) The number of stores in total is approximately 55,000. Among these chains, 1200 of them operate with the franchising system in big and small

scales. The master franchise chains are also included in this number. When we look at the sectors among these brands, we see that 46% is food, 28% is product, 26% is services.

Percentage of national brands versus foreign brands?

By 2016, we see that there are around 1950 chains in Turkey. 36% of these chains are foreign, 64% of these are national brand names.

How many national brands operate abroad and where do they go (first 5 markets)?

There are approximately 70 brand names operating abroad. The top 5 markets are:

- East Europe.
- Europe.
- Middle East.
- Africa.
- USA.

Upcoming branches in franchising in Turkey.

Franchise companies in the following areas have the best sales prospects:

- Restaurants or cafes
- Multi-level communications systems
- Advertising services
- Entertainment centers and products
- Children's toys
- Hardware or do-it-yourself(DIY outlets)
- Supermarkets
- Educational and training services
- Fashion boutiques

Past trends and future prospects for franchising in general in Turkey:

The sector is diversifying rapidly from fast food and apparel, to education, cleaning, printing, office and computer

services, furniture, hardware, real estate, stationary, fitness and supermarket chains.

The franchising sector in Turkey will continue to continue grow in the future due to its young population, geographical advantage to expand to Middle East and South African markets, and successful economy compared to many other markets.

Financing a franchise-system in turkey

· Attitude of banks to franchising
We have been seeing a positive look towards our sector since 2014 and it continues to get better in 2017. Banks are finally coming to realize that the existing credit packages do not fully assist the franchise sector and that a new system has to be established.

As UFRAD, we are very happy to be working with the banks and reaching them to better understand our sectors' needs in financial terms.

There are still challenges of a lender attempting to finance a franchise in Turkey. The banks are starting to offer new franchise credit packages for investors in the recent months. There are now packages with different payment and credit options depending on the guarantee letter amount provided by the franchisor.

We are in talks with various banks to better the credit terms and provide easier options for our members who complete the System Evaluation Program successfully.

Other forms of financial support

With the new regulation established by Ministry of Foreign Trade Under secre-



Be My Franchisee ?



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ariat the non-government associations' that are the only representatives of a certain sector and their members (including UFRAD) are eligible to get financial incentives in their expansion internationally and attend international sector related exhibitions. This incentive will allow many national franchisors to attend more number of international exhibitions and receive financial support in their investments and marketing activities overseas.

Any relationships of your association with national banks or government?

We have been working very closely with the biggest national banks in last 6 months to create a franchise credit system that is best suited for our sector and meets both the investors and franchisors' needs. We are hoping to announce the final reports with the public in the second quarter of 2016.

As UFRAD, we have been working on the International Marketing Incentive called Turquality under Secretariat of Foreign Ministry. We insisted on inclusion of the sector representative NGOs and their members. Previously, franchise companies were not included as they do not have a Chamber as many of the other sectors. The only effective representative of the franchise sector in Turkey is our association.

What makes a franchise in turkey?

Legal framework: Is there a specific franchise or master franchise related legislation in Turkey?

According to the legal regulations of Turkey, franchising is considered as a foreign investment. The government agency responsible for reviewing foreign franchise transactions is the Foreign Investment General Directorate (FIGD) of the Secretariat of the Treasury, whose coordinates appear at the Key Contacts section of this report. Foreign franchise proposals are generally favorably re-

ceived by this department in view of their potential for generating high-quality employment opportunities, transfer of technology and know-how, and providing a model for local quality standards, thus educating the Turkish consumer. They also make tax evasion difficult because of their inherent control mechanisms and paperwork requirements.

Does your association have a Code of Ethics and / or a Standards-based accrediting system?

We use the EFF Code of Ethics and we also have a System Evaluation Program



that works in compliance with the Code of Ethics.

Support programs for franchising or SME's: from government, from other agencies (national or international)

The government has financial and administrative support programs for SMEs to provide training in national Chamber of Commerce. The companies receive financial support in national exhibitions, marketing, training and employment expenses (up to 50%) by KOSGEB and international activities (up to 60%) by DTM.

The one new and very promising incentive is the addition of Franchising and

Gastronomy to the TURQUALITY support program by the Ministry of Foreign Affairs.

Relationships with other franchise associations (bilateral, membership to other regional groups)

We are in close cooperation with Foreign Economic Relations Council-DEIK as a Founding Institution member. We also carry out projects with Black Sea Economic Cooperation-BSEC. We organize training/certificate programs with the Istanbul Chamber of Commerce and in other city Chambers and we are in co-

provide the information of rapidly changing franchise system of the world to its members.

Where does the association see itself in 2 years time?

With the new changes in its constitution, UFRAD will be able to gain more members. New fee policy will increase association's income, which will lead association to undertake much more effective role in franchising in the country. We plan to be involved in many national and international projects, assist our members to expand overseas and hopefully we will see more Turkish franchisors in global markets. We are planning to continue providing education for franchisors, and for everyone who are enthusiastic about the franchising system. We are planning to have collaborations with different universities to take our franchise academy to other cities of the country.

Other elements of interest:

We believe in the indispensable role of education in franchising. We have been organizing conferences addressing business environment in several cities of Turkey since 1993. Since 1996, UFRAD has been supporting franchise education programs held by UFRAD members. In 2007, UFRAD has been providing an extensive certificate program called UFRAD Franchise Academy in cooperation with Istanbul Aydin University and Franchise&More Consultancy. Every month, UFRAD organizes round table discussions with relevant guests and UFRAD members. Every month, a different topic is chosen for discussion and sector leaders, economists, academicians that are joined with UFRAD members and Board of Directors to find solutions to the topic at hand. These events are organized for the purpose of sharing and presenting case studies by franchisors themselves regarding the developments in their systems, so they enable a discussion atmosphere on the latest developments and issues of franchising.

operation with Vienna Economic Forum-VEF.

What is the association most in need of today?

As UFRAD, we need to have more members to our association, which will increase the financial power of our association and enable us to create new services to our members. We are also working to further use social media, internet and other new tools to promote franchising, our association and our members. We are also very selective in our membership procedure. Legal support, feasibility analysis support, training support towards our members are very important for us. UFRAD is feeling the need to



Franchise sector is this exhibition



Our New Meeting date is 12-15 October 2017

Be My Franchise Franchising and Dealership Exhibition, which is the number one in Europe and Middle East on the basis of participant brand, m² and number of visitors, was organized by Medyafor's Fair Organization at CNR Exhibition Centre in cooperation with UFRAD Turkish Franchising Association and sponsored by Coldwell

Banker Turkey.

Be My Franchise Exhibition which is Turkey's first and only exhibition in the field of franchising sounds the sector out by beating records. In the exhibition which opened its Gates for the 14th time between 13th and 16th October 2016, 378 brands came together with entrepreneurs and made dealer meetings; and it put signatures to the new contracts. In the exhibition which was visited by 32.197 people, committees coming from Qatar, Tunisia,



growing with



Saudi Arabia and other parts of Middle East took a big interest in Turkish brands. The exhibition which contributed to real sector and national economy by gathering brands and entrepreneurs together increased the number of companies' franchise and became starting, development and launching point of many others.

The fair opening which was completed with intense participation and a record number of visitors in its 14th year happened with the arrival of Istanbul

Chamber of Industry Mr. Erdal Bahçivan, Turkey Exporters' Association Head Mr. Mehmet Büyükeksi, former European Union and Government Minister Mr. Egemen Bağış, Minister of Customs and Trade Mr. Bülent Tüfenkçi. Be My Franchise Exhibition in which many participants from various sectors from food to house decoration, from beauty center to real estate consultancy, from sports centers to cafes, from dry cleaning to technology, will continue to hold the pulse of the fran-

chise industry in its 15th year between 12th and 15th October 2017.

General Manager of Medyafors Fair Organization Aycan Helvacioğlu who made explanations about the fair in which foreign participation was also intense said; "Now, our brands want to enter the foreign markets. And it makes us enhance our goals. Now, Turkish brands are also included in the 30 Billion Dollar Franchising Market in the Middle East.



The World Franchise Council in Istanbul / 2017

UFRAD[®]
FRANCHISING DERNEĞİ
TURKISH FRANCHISING ASSOCIATION



We consider The Global Franchise Market Exhibition as a gate of Turkish brands opening to the Middle East. And she continued as: "We will carry World Franchise Council to Istanbul in 2017 with Turkey Franchising Association term chairmanship under the cover of UFRAD with the participation of Franchise associations and brands from 52 countries and we will host the world's whole Franchise sector in Istanbul as concurrent to our exhibition."

Chairman of UFRAD (Turkish Franchising Association) Dr.

Mustafa Aydın mentioned these things relevant to the subject:

"We're glad that this year hundreds of brand participants and thousands of investors came together in 14th Be My Franchise Exhibition organized by Medyafors Fair organization which is the 25th exhibition supported by UFRAD.

As in consequence of our successful and fruitful cooperation that we have maintained with Medyafors Fair Organization, today our fair is one of the biggest Franchising fairs all around the world. We should always remember that; branding is a culture. Brand is not only a product logo or an insigne on a box. The brands are our economies' pioneer and our gate opening to the world."

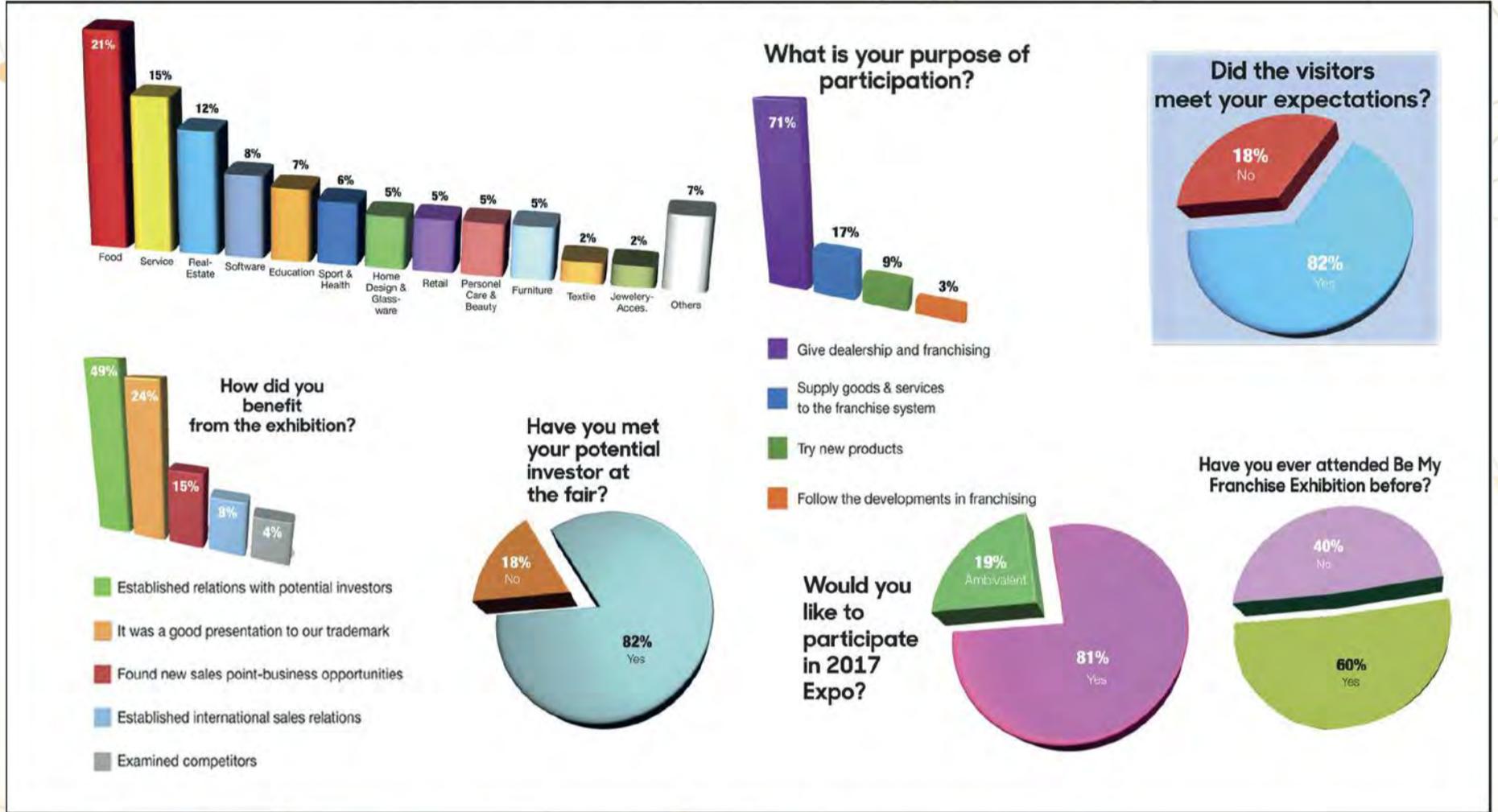
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The World Franchise Council (WFC) is a non-political association of more than 52 national franchise associations from around the world.

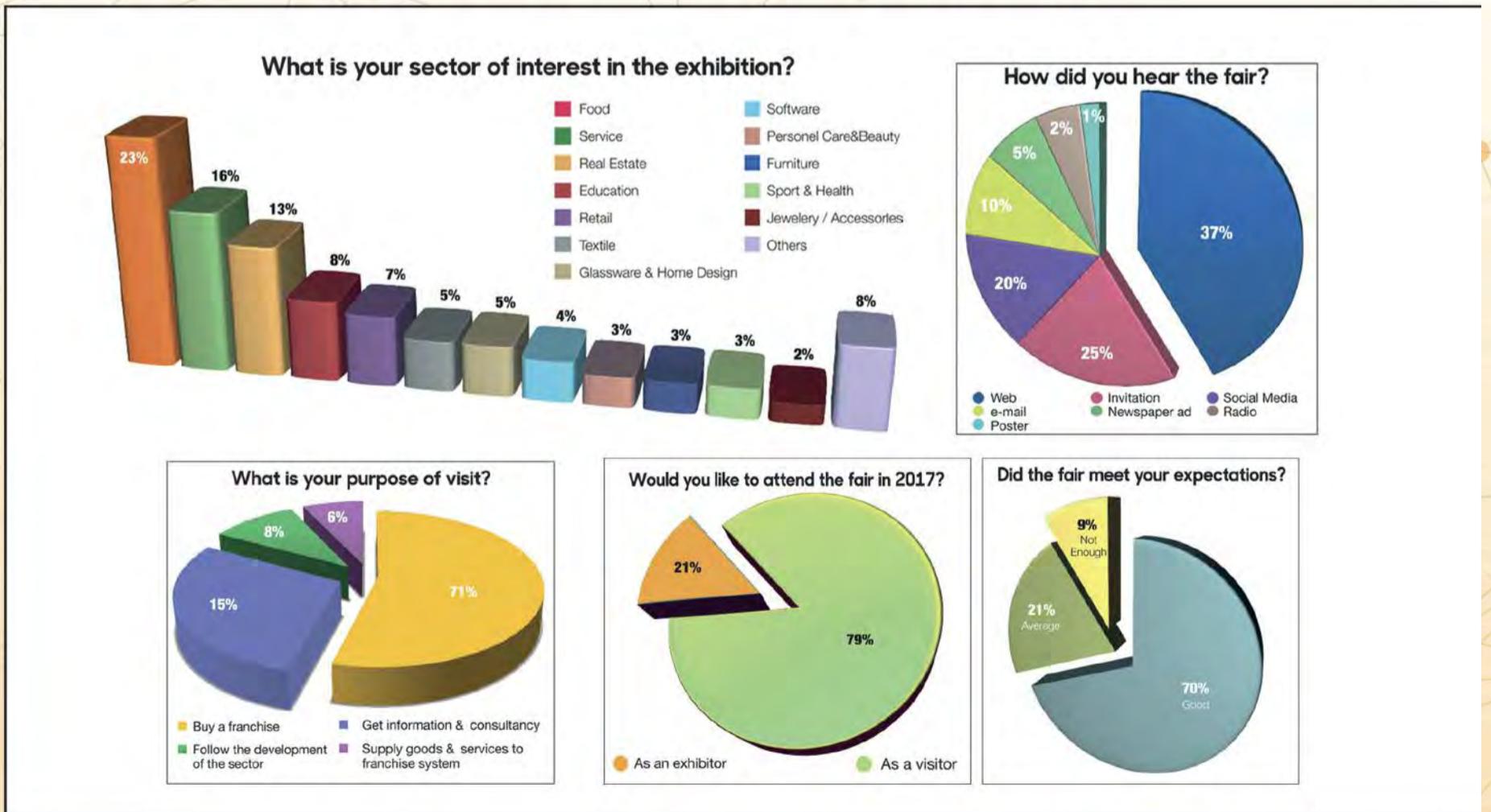
Formed in 1994, it aims to promote the growth of franchising internationally, and facilitate best practice in franchise association management among its members. It also aims to foster and encourage the development of franchise associations in nations where such an association does not currently exist.

Survey Results of "Be My Franchise Exhibition 2016"

RESULTS OF THE EXHIBITORS



RESULTS OF THE VISITORS





Coldwell Banker Türkiye / Dr. Gökhan Taş



JCI / ismail Haznedar



Altın Emlak / Hakan Erilkun



Franchise & More / Faik Osman Bilge



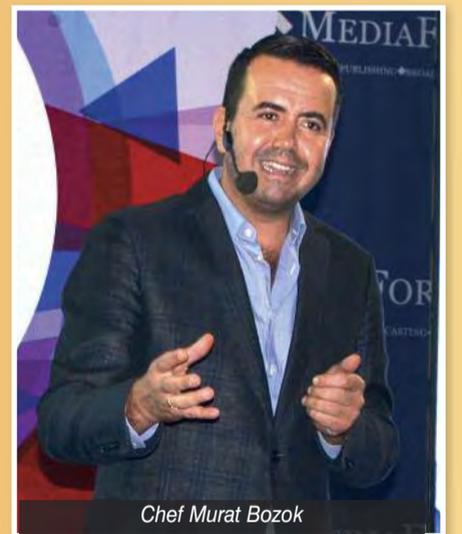
Simit Sarayı / Haluk Okutur



Istanbul Aydın University / Prof. Dr. Sedat Aybar



ERA Türkiye / Kadir Tümen



Chef Murat Bozok



GTI / Adly Gamgoum



Dr. Cem Kinay

Seminars...

Seminars...





Çiğ köfte

650 branches in 60 regions of Turkey...

Will you please briefly introduce yourself?

I was born in Adiyaman. I came to Istanbul in 1987. First I worked in restaurants as a waiter and became a master of Kebab. I decided to form my own company and began in 1993 in the Beyazit Market selling cig kofte from a push cart.

Will you tell us please about the formation and growth of your company?

Osese cig kofte was founded in 1993 as a family company. The central factory is in Istanbul, Küçükköy. The kofte were mixed by hand and we could only serve a few customers. With the intention of being able to serve more customers we used every opportunity, kept always a very open mind and made the first moves to become a brand. Together with modern technologies we obtained our first çiğ köfte making machine and started our first branch, our first factory, our first radio and TV adverts, our first European Quality award and our first foreign investment. We have 650 branches throughout 60 regions of Turkey, In Canada we also have a production unit and 2 branches, In Germany we have a production unit and 20 branches which are spread throughout Germany, France, Austria and Holland which lead us to obtain our official brand name OSES.

When and how did your company first begin to give Franchises?

We opened our first branch in the Sulungazi district in 2003. We had many requests from investors consequently we supported them with the required education and so we became franchisors.

How many branches and how many staff do you have?

Attached to the Osese Group there are 76 branches and 261 staff.

Which are the qualities you search for in the people you have given or will give franchises to?

The most important factor which we search for is that they themselves be there in charge of their own business.

Why do you believe investors choose your company?

From the moment of the founding of Osese we have been the owners of a certificate of quality. Our production is effected by a group of engineers and the cig kofte, lavas and sharp sauce are produced in compliance to European standards. Additionally our brand is well known about the fact that we hold the European award and have 650 branches throughout 60 regions of Turkey as well as the fact that there is a rapid return of investment and that we support the in-

“ While answering our questions Osman Yaşar, Chairman of the Board of Directors of Osese Çiğ Köfte stated “Our brand is the holder of the European Quality award, we have 650 branches spread throughout 60 regions in Turkey and also have 20 branches which are to be found in Canada, Germany, France, Austria and Holland”.

vestors with our regional managers. Our production engineers receive total team support from us.

What is the average investment needed to open a branch under your franchise system?

It is 15 thousand TL. The investment system is clearly set down. The appearance of paint, serving point, menu and window decoration all are ready, all the same type. This is one of the key conditions which our franchisees must adhere to. Should they wish they can effect the decoration themselves but again it must be exactly to our concept. If they wish we recommend a company to them and they obtain the premises ‘complete with key’. In which case the period of delivery is between one week to ten days.

What kind of support do you give to your franchisees?

First, we do not take any fee for our brand name. The adverts which we use such as, TV, Radio, Social media or International sources are undertaken by us and the price is not passed on to the franchisee.

We have a feasibility study of the premises which the investors have chosen. Is it the right location? Is there at least 1 km to another Osese franchise? It must be al-

so ensured that the premises will be on a busy thoroughfare and parking should be ample.

We follow up on the franchisees closely giving them advert support and teach them how to open and sales tactics, all without a fee.

How do you check up on your franchisees?

We have 400 franchisees in Istanbul, 3 managers with 20 district responsibilities. We also have, in the districts outside Istanbul-Ankara, Adana, Bursa and Konya production units in order to ensure fresh products to serve our customers. Food inspections are regular by district managers as well as customers in disguise.

Why should entrepreneurs choose this sector?

The cig kofte is a food loved by Turkish people as its tasty, filling and nourishing. These are the reasons that the sector is rapidly growing. It is loved by all ages and genders. Our franchisee is entering a sector which has a proven profit record while becoming partners with a well known brand one which has a European Quality award.



Osman Yaşar / Chairman, Osese Çiğ Köfte

How do you evaluate the point which this sector has now come to?

Within Turkey or internationally all the companies in this sector should work not only for profit but also to make this traditional food well known everywhere. Those are the companies which are useful to the sector and for the last 2 years we have seen a decrease in the numbers of unregistered setups while legitimate companies have come forth.

What must franchisees do in order to become successful?

The owner must be there at the head of the business, must hold customer satisfaction in primary position, love his work, have a smiling face and a strong sense of hygiene as well as being a businessman.

Which are your goals for the upcoming period?

We continue our work to ensure when the name cig köfte is mentioned, the name of Osese comes automatically to mind. We wish to have branches everywhere in Turkey, open more production units abroad and to become a world brand.





Authorized Franchisor for TURKEY:

Oses Cig Kofte

Contact Person: Abdulkirim Caglayan

Product-Service Type :

Meatless Stak Tartar a la Turca (Cig Kofte)

Year Company Founded : 1993

Start of Franchising in Turkey : 2000

Company Own Stores : 60

Number of Franchised Stores : 572

2017 Targeted Franchise Stores : 50

Investment Conditions:

Initial Fee : Free

Required Start-up Capital : 15000 USD

Advertising Contribution : Free

Ongoing Royalty Fee : Free

Total Employed Staff in Turkey : 350 (own stores)

Address: Karayollari 568. St. Number 14/1A

Gaziosmanpasa/Istanbul / TURKEY

Tel : +90 0212 419 01 02

GSM : +90 0530 241 71 47

e-mail : caglayan@osescigkofte.com

Web : www.osescigkofte.com

Target Franchise Area:

Turkey, Middle East Region, Gulf Countries, European Countries, United States, Canada, China.

Overseas Expansion Goals:

Giving master franchisees or being partner with investors, especially in Middle East region, Gulf Countries and European Countries.

Required Franchisee Profile:

Active, has marketing skills and high motivation, customer-focused.

Site Selection Criteria:

It must be at least 30 square meters and must be at the central point of the city.

Own Comments on System:

Oses Çiğ Köfte aims to expand all around the world especially in Gulf Countries, Middle East Region and European Countries by giving master franchisees or being partners with the foreign investors.

Support Provided:

- (x) Training
- (x) Handbooks
- (x) Site Selection
- (x) Area Protection
- (x) Planing - Design
- (x) Shared Advertising
- (x) Product Supply
- (x) Marketing Materials
- (x) Personnel Selection



The world's longest çiğköfte record was broken in 14th Be My Franchise Fair ...

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Middle East Interest in Bursa Kebap Evi



Stating the satisfaction they got from the attention, Helvacı Group Director of the Board Mr. M. Cem Helvacı stated that Bursa Kebap Evi received intense attention from the Middle Eastern Countries during "Be My Franchise 2016" keeping the sectors pulse and opened 70 branches in 31 cities in the past 6 years. The future goal is to reach 100 branches.

Mr. M. Cem Helvacı said: "We have executed franchise meetings and signed new deals. In order to keep the standard of quality at the top level we are producing from one center in hygienic conditions. We are assertive in our taste and meat quality.

With all these features, we grasp the competition advantage in the sector. We provide work for approximately 1200 people under our brand roof. We have been growing rapidly in Turkey as well as International. In just 6 years, we opened 70 branches in Germany. Our future goal is to reach 100 branches and it looks like we are about to reach our goal soon."



To introduce Bursa's famous Iskender Kebab throughout Turkey and the World without sacrificing from its flavor and standards of quality, Bursa Kebap Evi is proud to be here in "The Global Franchise Market". Bursa Kebab House got a lot of attention from Domestic as well as the Middle Eastern entrepreneurs in the 14th "Be My Franchise?" Fair that took place this October in Istanbul. Bursa Kebap Evi is giving opportunities to those who want to own their own business focusing on historical tastes and happy host potential franchisees with their requests in their booth.

With the pleasure of seeing the intense interest from the entrepreneurs, Helvacı Group Director of the Board

Award winning taste from Michelin starred Chefs:

Bursa Kebap Evi has become the one and only Doner-Iskender brand to become worthy to receive the "Superior Taste Award" last June given by the International Taste and Quality Institute centered in Brussels, given to perfect taste and quality food and beverages.



Helvacı Group Chairman M. Cem Helvacı



Goal is the Middle East

Opening the first international branch in SAAR-BRUCKEN Germany and contracting with a German entrepreneur for 7 branch master franchise in 2015, Bursa Kebap Evi is now interested in the Middle East and Gulf States and Bursa Kebap Evi attending "The Global Franchise Market", the fair claimed as the gate to Middle East for Turkish brands in Dubai will have the opportunity to meet with Middle Eastern entrepreneurs. Helvacı Group's goal is to make Bursa Kebap Evi and its legendary Doner (Turkish Kebab) a global brand.

Authorized Franchisor for TURKEY:

Helvacı Grup Turizm Loj. ve Gıda San. Tic. Ltd. Şti.
Contact Person: Cem Ulubay / Franchise Manager
Product-Service Type : Restaurant
Year Company Founded : 2003
Start of Franchising in Turkey : 2010
Company Own Stores : 9
Number of Franchised Stores : 70
2017 Targeted Franchise Stores : 85

Investment Conditions:

Initial Fee : 60.000\$ + KDV
Required Start-up Capital : 200.000\$+KDV
Ongoing Royalty Fee : 6%
Total Employed Staff in Turkey:
Head Office: 260 / **Field:** 1200

Address: Namık Kemal Mah. Doğan Araslı Cad.
 17.Sk. Helvacı Plaza No.1 Esenyurt-Istanbul/TURKEY
Tel : +90 0212 444 63 04
GSM : +90 0532 430 49 36
e-mail : info@bursakebapevi.com
Web : www.bursakebapevi.com

Target Franchise Area:

Whole Turkey, all Middles-Eastern and European countries without meat import and export restrictions.

Overseas Expansion Goals:

Bursa Kebab Evi is the fastest growing iskender Kebab restaurant in Turkey and in 30 cities and Germany a total of 70 active branches are currently operating.

Our contracts for Kuwait, Qatar, Saudi Arabia and France are subscribed. At least one branch is targeted in all European and Middles - Eastern countries.

Required Franchisee Profile:

The basic feature we are looking for at our franchise candidates is that they care personally for the facility.

They must deem themselves as a member of the Bursa Kebap Evi family. They should develop the branch and brand by contributing to the spirit of the Bursa Kebap family.

Site Selection Criteria:

We prefer locations above 150 m² for shopping mall concept restaurants and locations above 200 m² for street concept restaurants.

Regions with streets closed for traffic and with a high pedestrian traffic and locations able to generate garden areas are preferred for the street concept.

Support Provided:

- (x) Training
- (x) Handbooks
- (x) Site Selection
- (x) Area Protection
- (x) Planing - Design
- (x) Shared Advertising
- (x) Product Supply
- (x) Marketing Materials
- (x) Personnel Selection

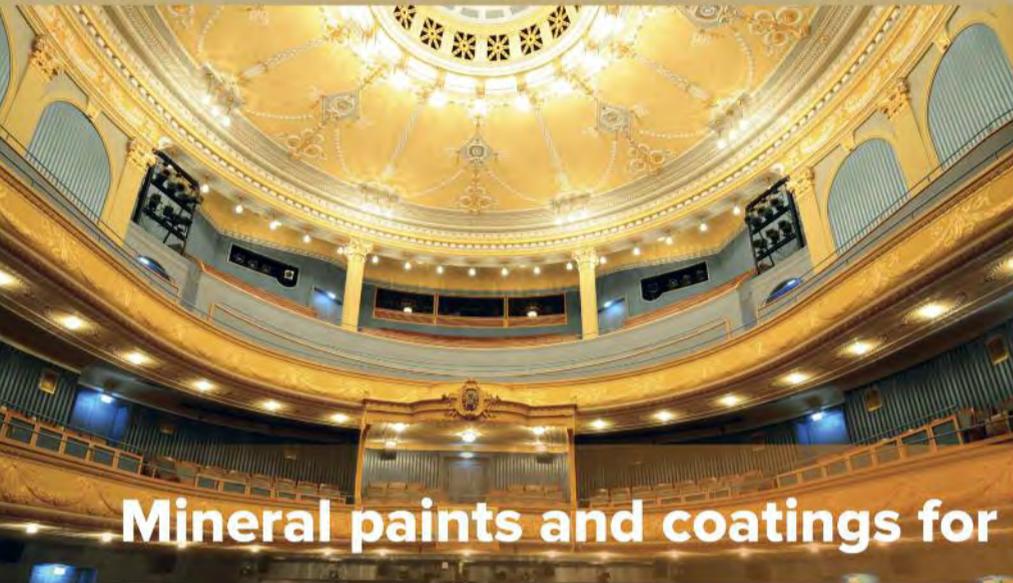


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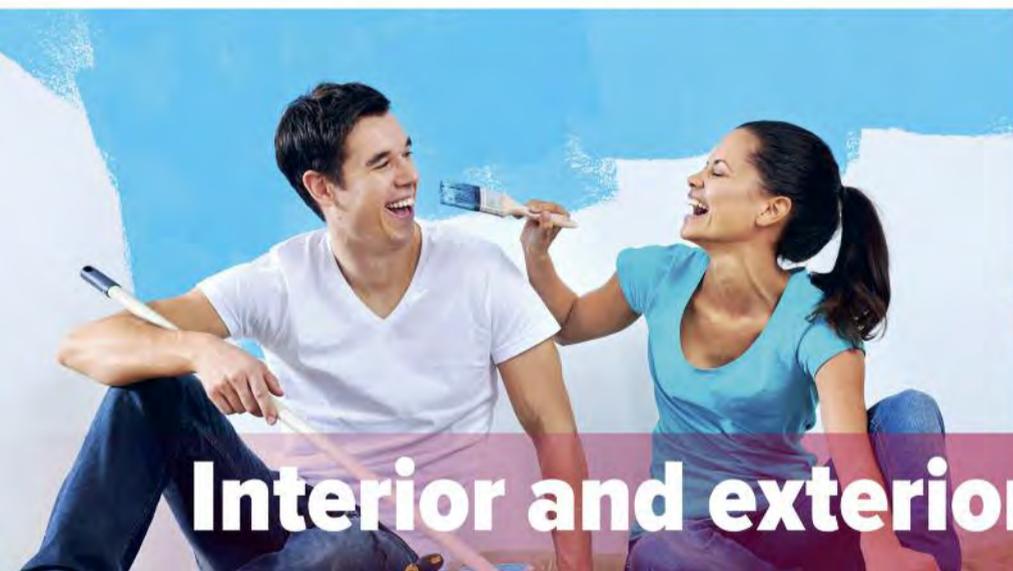
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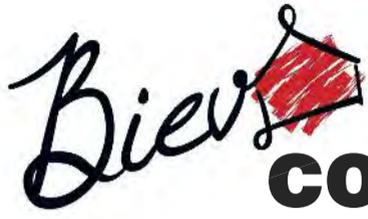


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A brand story treated with confidence and caution...

Biev creates perfect solutions for its customers with wide product range and alternatives suitable for all kinds of likings.



Omer Sözen / Biev

“The company brought various European and global brands together with consumers as distributors in Turkey.”

Guntay Pazarlama Dış Tic. Ltd. Sti. started importing home and decoration products in 1996. Product range thereof has been revamped and developed each day with continuously renewing collections. Consequently Guntay Pazarlama has become one of the leading companies of the sector.

The company brought various expert European and global brands together with consumers as distributors in Turkey. With the strength and experience gained from its history, the company commenced the efforts for creating a brand which is an expert on home textile and kitchen products. By means of the emphasis put on design and innovation, the company created the brand called Biev which appeals to people who desire to glorify their homes and kitchens. As a result of the acclaim and interest presented by the consumers, concept stores have been opened in important malls of Turkey in 2012. Biev systematized “concept merchandising” idea and presented a comfortable and easy shopping experience in home environment.

Required qualifications for becoming a Biev franchisee

Investors desiring to become a Biev

franchisee must have an enterprising soul, must desire to own their business, have the means for the financial investment required, have a high comprehension of service concept, must have a vision and be open for improvement as well as being able to add positive value to the brand of Biev.

Stores

While providing a warm and cosy shopping experience to customers

with unique retail comprehension, at home environment, Biev Concept Stores succeed to become a store followed with its collections renewed each month.

Various designing products are sorted into collections from home decoration to furniture, lighting products to table products, kitchen design products to home textile accessories. Biev creates perfect solutions for its customers with wide product range and alternatives suitable for all kinds of likings.



Authorized Franchisor for TURKEY:

Guntay Pazarlama Dış Tic. Ltd. Şti.

Contact Person: Mesut Süren

Product-Service Type : Home Decoration

Year Company Founded : 1997

Start of Franchising in Turkey : 2016

Company Own Stores : 12

Number of Franchised Stores : 8

2017 Targeted Franchise Stores : 12

Investment Conditions:

Required Start-up Capital : 150.000\$

Total Employed Staff in Turkey : 150

Address: Mahmutbey Mh. İstoç Toptancılar Çar.

Öksüzöğulları Plaza E-1 Blok K: 10 NO:101

Bağcılar- İstanbul/Turkey

Tel : +90 0212 6592507

GSM : +90 0533 7017602

e-mail : franchising@biev.com.tr

Web : www.biev.com.tr

Target Franchise Area:

Middle East.

Overseas Expansion Goals:

Middle East, Europe and the Turkic republics.

Required Franchisee Profile:

Investors desiring to become a Biev franchisee must have an enterprising soul, must desire to hold their own business, must have the ability for the financial investment required, must have a high comprehension of service concept, must have vision, must be open for improvement and must be able to add positive value to the brand of Biev.

Site Selection Criteria:

Specifications for a 100 m² Biev Store Must be located in points like malls, streets and squares with shopping intensity where target customer profile exists, must have an area of 100 m² or more, a front facade of 7 meters and a ceiling height of 3.5 meters. Specifi-

cations for a 200 m² Biev Store Must be located in points like malls, streets and squares with shopping intensity where target customer profile exists, must have an area of 200 m² or more, a front facade of 8 meters and a ceiling height of 3.5 meters.

Own Comments on System:

As Guntay Pazarlama Dış Tic., we launched for in 1997 with the idea of providing you the home you have been dreaming of and for this purpose we created a brand that appeals not only to requirements thereof but also to dreams by gathering concept furniture, decorative accessories, home textile, lighting, kitchenware and tableware products together.

Support Provided:

- (x) Training
- (x) Handbooks
- (x) Site Selection
- (x) Area Protection
- (x) Planning - Design
- (x) Shared Advertising
- (x) Product Supply
- (x) Marketing Materials
- (x) Personnel Selection



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BARGELLO The goal is more stores...

Bargello, the Master of Perfume, continues rapid expansion worldwide with new stores...

Bargello, growing fast rapidly with its Franchise Model, can be referred to as one of the leading investments in the recent years in Perfume. Based on a decision taken in 2015, the company started restructuring 2015 with the vision of turning into a global perfume brand. In addition to its factory in Bursa, it is also relying in Research and Development activities conducted in various laboratories in France, the global centre for perfume. The company also started investing in human resources and high-quality management technologies with a view to the vision of turning into a global brand.

Employing a staff of more than 300 people, BARGELLO entered

2015 with the target of a 40 % growth and opened 23 stores in Turkey same year. In 2016, Bargello forecasted a growth of 60 % in the export market and also opened new shops in Turkey in Istanbul, Izmir, Antalya, Kocaeli, Kayseri, Gaziantep, Adana, Sakarya and Konya. New stores are planned especially in Europe as well as in other areas worldwide also in the coming year.

BARGELLO is a dynamic company witnessing different



stages of branding exposing different standards for corporate and financial franchisee evaluations. Depending on the location and sales team performance, some store performances of the Franchisees can pay back their investment costs in periods of starting with 6 months after opening. Therefore BARGELLO can be referred to as a rapid and profitable way of investment.

Nowadays BARGELLO leads 128 sales points in Turkey and around 170 abroad in 24 countries forming a total of almost 300 shops. BARGELLO also contributes to the protection of the environment, nature and animals. The company produces only in accordance with the European Union Cosmetic

Standards, all its products are dermatologically tested and its raw materials are in conformity with IFRA (International Fragrance Association) guidelines. BARGELLO is manufacturing under ISO 9001, ISO 14001, ISO 18001 and ISO 22716 (GMP) quality system standards in addition to being HALAL certified.

Come and join BARGELLO..a door for all investors who want to join a dynamic and profitable business.



DAVID PEOPLE
COFFEE & FOOD

We'll go that extra mile



At the beginning of 2011 with the slogan 'Indulge Yourself' on the road that we came as a group DPC, we have taken our place in the cafe & food industry of Turkey with our brands David People Coffee & Food.

As DPC, according to structure of consumer and fields of consumption in Turkey, we succeeded to bring together, investors and then consumers with our brands David People which has three concepts as Coffee, Coffee & Food and Bigboss.

This is the most important thing is your happiness for us so "Unconditional Franchise Satisfaction" is our principle. We'll go the extra mile to reflect this on our guests who visit our branches and consuming our products.

The key to getting ahead!



Ops!Co Entertainment Group, which brought a different point of view to the entertainment perception of today's children, has been the sponsor of innovation ever since.

The company has been closely following the trends of entertainment world in most of the leading shopping malls of Turkey under its major brand: Ops!Playkids. It continues to be the pioneer of entertainment sector by introducing an entirely fresh and safe indoor playgrounds that are conceptualized wholly different from others, presently in 15 locations in 13 cities. Ops!Playkids sets its goals high in 2017 and it seems they will make it beyond expectations. The brand aims to open 15 new locations in

the near future. They are waiting for their investors to walk with them in this advantageous atmosphere of the entertainment sector. Ops!Playkids carries out the



whole process of 'planning-installation-opening' of a new location within the company with the help of competent crew, each of whom is specialized in different branches.

Thus, opening of a new entertainment center is held more effectively in the shortest period of time. Plus, the brand offers aftersales technical support all along the contract without any extra charge. The brand offers its investors more advantages than ever by providing them with all the facilities of a corporate company can do. Opening your own business may feel like the hardest thing you have ever done, it may even scare you to death to begin; however getting started with Ops!Playkids is the key to getting ahead. In order to expect your new business to be a success, prepare to contact Ops!Playkids anyhow.



M E Ş H U R
SAFRANBOLU
LOKUMCUSU

Meşhur Safranbolu Lokumcusu was established as a private company in Adapazarı in 1977. In 1995, Erman Eren and Emrah Eren established Eren Gıda to expand their business. They opened their first store in Maltepe / Istanbul. They never changed its taste and quality. All its products are manufactured with natural nuts, dried fruits, and extracts and for the products that require dying, only organic food dyes are used. There are absolutely no chemical or synthetic thickeners, flavor increasing aromas, glucose/corn syrup, artificial sweeteners, and food coloring substances in any of its products.

The daily manufacturing capacity of the company is

Safranbolu style Turkish delight...

2.000 kg. The company continues to offer its products in 4 boutique style retail stores in Istanbul. The company's sales activities were limited to these stores until 2013, but since then, it expanded and established a corporate sales team to meet the Turkish delight demands of corporate firms. Currently the company still continues its corporate sales to esteemed companies in various business sectors like banking, tourism, chain stores, cafe-restaurant and patisserie groups. In

2014, the company also started to export its products



to many countries, primarily to the Middle East. As of 2016, the company evaluated the performances of its own stores and after seeing the high demand, franchising system came to the agenda as a way to reach to more clients, and the company started to work on a franchising project. The goal is to take the brand of "Meşhur Safranbolu

Lokumcusu" to the future, protect the culture of Turkish delight and, continue to offer its quality of manufacturing standards to its clients for many generations to come.



Dry Clean Express®

Dry Clean Express; Turkey's leading dry cleaning firm

Dry Clean Express, the leading dry cleaning firm that has the widest network of franchisees in Turkey and Europe grows fast into a global brand name, offering innovative technologies.

The firm is prepared to meet major investors from the Middle East and the

“Dry Clean Express will introduce its business model that offers high profitability with low operating cost to local investors at The Global Franchise Market (TGFM), the most comprehensive exhibition held in the United Arab Emirates.”

Arab World to introduce its “Master Franchise” system, developed as a part of the firm’s strategy of growth in the world market, at The Global Franchise Market (TGFM), the most comprehensive exhibition held in the United Arab Emirates, that will take place on November 14 and 15.

“We are growing rapidly to become a global brand”

Fatih Avsar, the Chairman of the Board of Directors of Dry Clean Express: “The world is passing through a stage where production and income are redistributed, and a new equilibrium is set. International investments gradually increase as production and service industries are globalized.

Our constantly expanding network of franchisees, and new investments placed us in the leading po-

sition in the industry in Turkey. We have the excitement of representing our brand name and service quality, and having a position in an economically strong region where Turkish products and brand names attract a great deal of attention.” Mr. Avsar underlined that they aimed at new investments in line with their growth strategies.

“We will effectively and rapidly put our plans on investment and growth outside Turkey into practice, in 2017. We have over 500 employees, and our investments will continue.”

Globally speaking, dry cleaning business has low operating costs, and its profitability is around 70%; consequently, the market has an annual turnover of around 500 million Euros. The industry that comes fourth among the top ten industries of high profitability; 30 thousand dry cleaning companies in the U.S. made a total revenue of 10 billion dollars

last year. The total revenue made by the European dry cleaning industry is around 12 billion Euros.

Regarding our business model, we walk along with each business owner within a framework of business partnership.

Thanks to Dry Cleaning Express, business owners utilize the special advantages and the knowhow offered to them, and can provide high quality services to their customers at the right time.

Dry Clean Express and its 94 franchisees are at the service of customers within a constantly expanding network of stores, adopting the mission of becoming the leader of the industry.

The firm continues growing in the market with its proven Master Franchise model to provide service via a complete, reliable, and controllable system without compromising quality standards.



Fatih Avsar, Chairman of Dry Clean Express



Dry Clean Express®

Authorized Franchisor for TURKEY:

Dry Clean Express

Contact Person: Seda Çökelez

Year Company Founded : 2006

Start of Franchising in Turkey : 2006

Company Own Stores : 7

Number of Franchised Stores : 87

2017 Targeted Franchise Stores : 150

Investment Conditions:

Initial Fee : 15.000 €

Ongoing Royalty Fee : %5

Address: Mahmutbey Mh. İstoç Toptancılar Çar. Öksüzöğulları Plaza E-1 Blok K: 10 NO:101 Bağcılar- İstanbul/Turkey

Tel : +90 0216 331 10 00

GSM : +90 0542 642 74 54

e-mail : info@drycleanexpress.com.tr

Web : www.drycleanexpress.com.tr

Target Franchise Area:

Arabic Countries , GCC Countries , European Countries.

Required Franchisee Profile:

people with financial power , responsible , Be able to control the business.

Site Selection Criteria:

Over Street , functioning Street , close to the bazaar , in shopping center , in public housing projects , in sites.

Own Comments on System:

AGS GROUP has started the business in 1978 in the textile sector. We have established the new brand “ DRY CLEAN EXPRESS ” , because there



was a lack of service in the high quality dry clean sector. DRY CLEAN EXPRESS evaluates the need of market location one by one and decides very carefully about the possible new franchise partner at each point. Within a short period of 10 years we have managed to establish service point at the important location. This success is being certified by TTKD with the “ GOLDEN BRAND PRIX” . We have the best concept and best equipment of dry clean sector. We support our Franchise Partner with all following items on turnkey basis : Research of the Location , Guaranteed area protection , Project Management, Supply of Material and Equipment , Supply Manpower , Advertisement , Sales and PR strategies. DRY CLEAN EXPRESS would like to meet investor , who would like to enter in thid business at its best. We invite you as DRY CLEAN EXPRESS to our stand exhibition.

Support Provided:

- (x) Training
- (x) Handbooks
- (x) Site Selection
- (x) Area Protection
- (x) Planing - Design
- (x) Shared Advertising
- (x) Product Supply
- (x) Marketing Materials
- (x) Financing
- (x) Personnel Selection

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Customer focused high-quality and service

The power of GHO comes from the confidence shown in every sense of the national capital and established service system.

Many customers in the service sector and receiving area, offices and affiliated real estate agent with the consensus and demand, established in 2014 as an umbrella based organization; aim is customer-oriented objectives is to achieve high quality and healthy delivery of sustainable services to all parties. The power of GHOs, which is a Turkish brand comes from the confidence shown in every sense of the national capital and established service system.

GHO; as a pioneer of this great revolutionary transformations in the real estate sector, your income without consuming the brand overseas shares, sustainable quality services with just and with the claim can be submitted at affordable prices, "Sustainable Business = Gainful Business" has set out to implement the equation in office. Therefore; All brand charged to the office with different criteria, are not brand usage fee and royalty payments. In addition, GHO does not charge any extra fee for education, legal advice and brand advertising from the offices who work with. GHO services revenue, which is one of Turkey's most advanced and comprehensive communication infrastructure REOs Estate professional enterprise service fee to use the system of price and offers is limited. This fee is billed monthly.

Our primary principle of "Brand Support" is implementing the concept of the true meaning. Therefore GHO 100,000 TL to relieve you protect your capital and financial burden 'eat provides as office support.

In addition, the technological infrastructure is helping to increase business volume and revenue, with call center service also it makes measurable your service.



Fast casual trending restaurant

KasapDöner aims to introduce the spectacular & original taste of 'Turkish Döner', to the entire World and claims to be the most trending 'Döner' restaurant; with up-to-date design, accurate & economic prices, healthy ingredients and hygienic kitchen. Investors are partners and respected colleagues. The philosophy of KasapDöner franchising system depends on working with 'Win-Win' principle, as to raise the sales in franchisee stores.

KasapDöner franchising system includes all services and know-how from site selection to feasibility, from training to conceptual design. Mrs Bahar OZURUN, CEO of the company states "We are highly interested in Gulf Area, as well as USA and Europe. We would like to work with master franchisees with long-term business plans confirming our expansion strategy. Besides, we expect high accordance to food retailing requirements such as quality, hygiene and customer satisfaction. We are also meticulous about brand image and objectives, because there is no global döner brand in the market, but KasapDöner is the first and the strongest nominee of this position."



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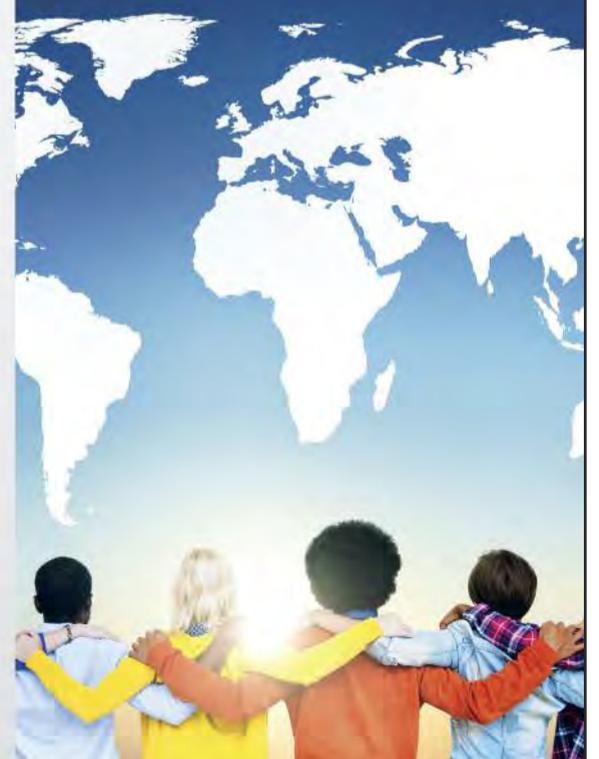
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Do you want be a pioneer in your market? Be the first to move. Gain a huge competitive advantage against your competitors....



“ First established by Ibrahim TATLISES in 1997, Tatlisés Gıda was transformed into a corporation in 2002 offering great opportunity to the investors. ”

TATLISES
GIDA

Entering the Middle East...



Özlem Polat / Coordinator, Tatlisés Gıda

Tatlisés Gıda started franchising in 2001, and currently continues offering services to its customers at 249 'çiğ köfte' sales branches across Turkey. Continuing its investments in 2014, the company offers a second opportunity to investments with its Tatlisés Lahmacun concept.

Tatlisés Çiğ Köfte was honoured with European Delicacy and Quality Award

in 2012 and 2016, and the same award was given to Tatlisés Lahmacun in 2014. The company is a holder of Turkish Standards Institute and Gimdes Halal Food certificates.

While granting franchises through its investments across Europe, the company accelerated its investments in 2016, and started giving franchises for Tatlisés Kebap in Middle East countries.



Authorized Franchisor for TURKEY:

Tatlisés Food Company
Product-Service Type : Food Company
Year Company Founded : 1997
Start of Franchising in Turkey : 2011
Company Own Stores: 7 Tatlisés Kebap restaurants
Number of Franchised Stores : 256 Tatlisés Çiğ Köfte – 12 Tatlisés Lahmacun
2017 Targeted Franchise Stores : 50 stores

Investment Conditions:

Required Start-up Capital :
 Varies depending on Country and Concept
Total Employed Staff in Turkey :
 Varies depending on Country and Concept
Initial Fee :

Varies depending on Country and Concept.

Address: Ibrahim Karaoğlanoğlu Cad. Dilek Sokak
 No:3 Seyrantepe Kağıthane İstanbul / TURKEY

Tel : +90 0212 283 07 67

GSM : +90 0530 281 59 81

e-mail : info@tatlisésgida.com

Web : www.tatlisésgida.com

Target Franchise Area:

Across Turkey.

Overseas Expansion Goals:

Europe and Middle East.

Required Franchisee Profile:

To be personally involved to the store, Adopting the Brand, capacity of managing and controlling.

Site Selection Criteria:

At central points, and size suitable with the concept.

Own Comments on System:

As Tatlisés Food Company, we give franchise with Master franchise system in Middle East countries.

Support Provided:

- (x) Training
- (x) Handbooks
- (x) Site Selection
- (x) Area Protection
- (x) Shared Advertising
- (x) Product Supply
- (x) Marketing Materials.

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Master of Turkish Doner, new star of the world, Bereket Doner...

Bereket Doner, Turkey's first and biggest ready-made doner producer which has been operating since 1988 is in the leader position within the sector with its growth of over 40% within the market. Bereket Doner operating in 81 cities in Turkey with its employment capacity of 2.000 people, about 100 branches and direct distribution service network, also recognised as the biggest exporter of Turkey having been exporting to 7 countries as well. Having emphasized that they have been trying to achieve their objective to reach 300 restaurants in the year 2019.

Having expressed that they increased the number of countries they export to 7 in foreign markets since the second half of 2014 and that they will expand this figure rapidly, Muhammet Nezif Emek the CEO of Bereket Doner also stated that they wanted to take their place among the global giants

having been one of the biggest 500 companies in Turkey by achieving their objectives for the new era. Emek who said "We are going to increase the number of our branches in abroad to 80 by the end of the year 2019. Besides this,

by increasing our production capacity to 100 tons from 50 tons per day, we intend to table our place among the global giants with our global reputation and export volume" went on to state that the countries that they are going to invest were Saudi Arabia, Balkan States and Gulf countries together with Europe. He also added that they received high demand in the Middle East since they produce halal, safe and hygienic products and that they are going to open new restaurants in the following months.



Nezif Emek / Bereket Döner

High quality standards and halal production

Bereket Doner which has a Halal Certificate is sought after among the bests due to hygienic productions conditions and high quality standards. Bereket Doner which opened a new restaurant in Kosovo is preparing to open another new branch until the end of the new year with the confidence supported by the interest they received from this region. While talking

about the on-going projects during the last quarter of 2016, CEO Muhammet Nezif Emek said "Our restaurant opened in Kosovo has become one of the most preferred and loved restaurants of the country in a short time. We have become a popular place for those who want to have tasty and healthy meals with our quality concept. Before the end of the year, our factory established in Riyadh the capital of Saudi Arabia will begin production for this region. In January on the other hand, our Taif branch will be opened which will be the biggest Bereket Doner restaurant".



MAA ALTHAHAB
PARFUMERIE CHIC

WWW.MAA-ALTHAHAB.COM

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Email: info@maa-althahab.com

Address : Villa 2-100, Açelya Sokak, Başakşehir, İSTANBUL / TURKEY

TGFM The Global Franchise Market

The Global Franchise Market

Is a franchise conference and trade show founded in Dubai and expanding to various cities and regions of the world. It offers a platform for connecting with others in the industry, learning more about current trends and market opportunities and growing within the franchise arena.

Why visit?

The Global Franchise Market offers a one-stop shop where professionals and service providers from all areas of franchising can connect and network, while taking advantage of the opportunity to further their educational background in the franchise industry. Visitors can take advantage of:

- World-renowned industry experts as speakers
- Big international supporting brands
- 20+ years of industry experience
- Franchise opportunities available from GCC and abroad

Exhibition

TGFM offers an engaging experience for both exhibitors and attendees. Attendees will have the chance to familiarize themselves with franchise concepts across all industries. In the same place, they

can meet with professional consultants who will advise on how to choose the right franchise, what to look for and what steps to take in order to get started the right way. The exhibition is a common meeting grounds for franchisors and potential franchisees to meet, connect and engage.



Visitor's Profile

The target visitors for The Global Franchise Market range from individuals looking for franchise opportunities to small business owners who want to explore the option of franchising their business, and everything in between.

Benefits in visiting:

- "Franchise your Business" Conference
- Free consultation with industry professionals
- Networking and new partnership opportunities
- One-stop Shop



Franchising in the Middle East

The Middle East and North Africa franchise industry is worth over \$30 billion today and growing at an annual rate of a whopping 27%. The Middle East markets are lucrative in terms of volume, with a presence of more

than 400,000 high net-worth individuals, each with liquid assets of more than \$5 million to invest in new businesses. That means that more than 13% of the population are very rich and together have available funds of more than US\$2 trillion.

Francorp® The Franchising Leader

After twenty years in corporate management, (including one of America's largest publicly-held fast food franchisors), our founder, Donald Boroian turned his expertise to franchise consulting and founded Francorp. It was apparent to Mr. Boroian that franchise clients needed a system to build and sell franchises. Under his guidance Francorp came to offer extensive benefits to its franchisors, by becoming the first firm to offer all franchise training and support functions under one roof. Today, Francorp continues to be the only firm to offer its clients coordinated strategic planning, legal services, operations advice, marketing consultancy and training

and support services, all under one roof.

Francorp has assembled the most qualified and experienced team in the industry - a team that is still creating new success stories today.

Experience

Their experience has taught them where the pitfalls are and how to avoid them. Their headquarters has a rich history and tradition.

Francorp has some offices around of the world and one of the most important branch in UAE. Mr. Imad Charafeddine, Chairman of the Francorp Middle East, is a well-known figure in the region's franchise industry. With a solid franchise consulting background

and extensive experience, he oversees all of Francorp's business development in the Middle East. He was also accredited as a Franchise Sales and Management Consultant from Francorp University in the United States in July 2006.

Franchising Expertise

Imad plays an important role in the development of clients' franchise strategic planning and structure reports, the development of clients' franchise operational manuals, and marketing materials and marketing plans with own team. They are providing a detailed franchise consultancy service to brands who need full service about franchising in the Middle East. Besides this, they are supporting important events in the region like The Global Franchise Market Franchising Exhibition (TGFM).



Imad CHARAFEDDINE
Chairman Francorp Middle East

With the sponsorship and support of The Francorp Middle East, the world's leading franchise consulting firm, Dubai hosts the 1st Global Franchise Market on the 14th and 15th of November, 2016, at the Dubai International Convention and Exhibition Centre.



Francorp came to offer extensive benefits to its franchisors, by becoming the first firm to offer all franchise training and support functions under one roof.



Added value for more than half a century

Uzertas, leader of the wholesale market for the past 55 years imported Beec Paints and BS Plus Concrete Treatment to Turkey based on the high recommendation and reference by builders, architects and painters for its technical superiority. Bondex is another brand which is manufactured in Denmark for treatment for all types of wood surfaces. The product is user friendly and has a smooth finish with UV protection.



President, Ilhan EREM

In recent years Uzertas started sharing their expertise with the consumer in demand in the areas of product application and procurement.

Other products offered by Uzertas after meticulous investigation are brands like Incralac, Aries and Optima in addition to maritime anticorrosives used for yachts, illuminating paints, wallpaper adhesive and industrial paints.

Technological systems for paint

applications are among the products offered by Uzertas. Through Marshall Paints which is owned by well known AkzoNobel, Uzertas also provides products to Construction Projects in bulk throughout Turkey.

Aries offers variety of high quality products in conjunction with 55 years of experience. Aries's range of products vary from specialty paints from construction projects to water-based interior and exterior paints as well as interior and exterior linings.

Aries, the brand name for Uzertas is produced to deliver high quality products to match the need of the customer with affordable pricing.



Established by experienced founders of the major brands in the industry

Our experienced operations team needs to find an immediate solution to all branch visits they have made. To transfer this information to all our colleagues, managing our constantly evolving range of product and service quality of our education department is working to the best of our continuous shoulder to shoulder with you.

All our products are certified, reliable, high-quality facilities, our country engaged in production and business according to world standards is available from our partners.

Our goal is to create an environment of trust by providing our commercial partnership respectable, pleasant, our relationship with a reputable and profitable business is to continue for many years. Our strong organizational structure with our coffee, our food and our water pipe we offer our guests the highest quality of products and service.

The number of customers for the 1453 Osmanli, investors and profitability table has become a brand that managed to get onto the targets set out in the feasibility study.



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With product diversity, leader of the sector



Between 1993 and 2002 they made their first debut among many European countries, especially Germany, ÇİTİR Usta, entered the market in 2002 by opening its first restaurant in Turkey. With their wide knowledge of the dynamics of Pide and kebab sector, they were able to prove their existence in a very short time due to their experience which made them a very famous and well known brand in the sector.

Since 2002 throughout the years until 2016, the company has been self improving itself. In 2012, a total of 2000 m² establishment including a 1000 m² white and red meat processing institution and logistics and production institutions were founded. Due to their investments in the sector, they were chosen by the authorities as the model foundation and were recorded so as well.. In the production area, with all it's semi products manufactured at one point it succeeded in providing the same great quality of products for it's 62 branches not only in Turkey but also in Morocco and Tajikistan. Facing many difficulties Such as operating costs and high rents, never lowering their products quality, their purpose was to always make their investors happy and satisfied and as a result, ÇİTİR Usta Express and ÇİTİR Usta are continuing to work as two separate segments at full concepts. In order to ÇİTİR Usta investors' to have economical and profitable dividends, the ÇİTİR Usta Express model has been brought up as a priority plan.

ÇİTİR Usta's main goal is to face their clients' every single need, for that they have established a call center in order to answer all questions regarding their investors and their franchise system.



One day all the world will taste Turkish coffee

Our brand earned the reputation which Turkish Coffee deserves with our product "Gönül Harmanı".

Entering the food sector in 1993, our group has been in the business with the brand name "Gönül Kahvesi" since 2002. Gönül Kahvesi is the only boutique style and authentic coffee shop in Turkey. Gönül Kahvesi offers a taste of Turkish coffee with the special formulas of its original products.

Our brand earned the reputation which Turkish Coffee deserves with our product "Gönül Harmanı".

Adopting the missions of presenting Turkish coffee to the World and uplifting it's place in the world, Gönül Kahvesi opened first branch in Izmir in 2002. Today, with 90 branches in Turkey and abroad, with its own rich product line, concept, innovative and creative approach, Gönül Kahvesi has set the goal of being the best-known



brand in its business area and getting to its goal closer each day.

In addition to our Sarajevo branch, our new branches will be opened;

Bahrain, December 1st 2016,

Bosnia-Herzegovina's second branch,
25th December 2016

Austria, January 2017

Azerbaijan, first Quarter of 2017

We are aiming to reach at least 20 branches around the world in the short run and 100 branches around the world by the year 2020.

We keep going with our motto "One day all the world will experience Turkish coffee!".



Future plans to expand in Europe

Maa-Althahab Company is a member of Al Masmoum Group; a family owned business specializing in perfumes, deodorants, hair care products, makeup and accessories.

Mr. Abdul Hadi Masmoum, the company's chairman, started Maa-Althahab in 2006 to develop a new concept of chic and elegant perfume that offers customers a unique journey into experiencing

the art of creating personalized fragrance.

For the past 10 years, our main goal has been to develop a strong franchise system around the world by maintaining the high standards of professional performance and service excellence needed in the perfume industry. Therefore, the company is one of the fastest growing perfumery chains in the Middle East and Africa with over 110 shops.



Growing day by day



Yemen Kahvesi opened the first branch in 2010 and has become a giant organization with 70 branches in 2016. Yemen Kahvesi internationally opened new branches in Vienna and Cyprus, and grows day by day. Would you be interested in becoming a franchisee to participate in such profitable investment?

The key to getting ahead!



Turkey's Leading Loyalty-Rewards & Merchandise group of companies Bigg Plus is going Global.

With over 20 years of experience in Loyalty, Rewards and Merchandise Bigg Plus International, is seeking Country Franchisees all over the world. Bigg Plus offers a great business opportunity with minimal investment. The Franchisee will get the full support of the Bigg Plus Team from the foundation of the business to technology, operations, global clients portfolio, strategic purchasing and daily management of their company. With their innovative and up-to-date services, wide range of products and superior infrastructure the Franchisee will always feel the support of the Bigg Plus group of companies. Every new country Franchisee will be able to use the First-Movers-Advantage and be miles ahead of their competition with mainly these services below;

- Biggrewards, Dealer Incentive Portal
- Biggstars, Employee Rewards & Social Recognition Platform
- Biggclub, Customer Loyalty Software
- Brand Merchandise, Exclusive Designs



Make use of 20 years Local and International know-how, Strong Infrastructure and Worldwide references of Bigg Plus Group to develop your market. With this said, Mr.Enis Karlioglu invites all interested parties to www.bigplus.com/eng/ with the new Bigg Plus International slogan; "The key to getting ahead!".

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THIS FAIR IS ORGANIZED IN ACCORDANCE WITH CHAPTER 5174 OF THE
UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY

One day, everyone in the world
will taste Turkish Coffee.

Gönül Kahvesi is serving the finest products to our guests
in **90 branches within 5 countries** by creating a value
that **Turkish Coffee** deserves.

