

FRANCHISE & LICENSE
Opportunities in Egypt & The Middle East

May 10-12, 2017



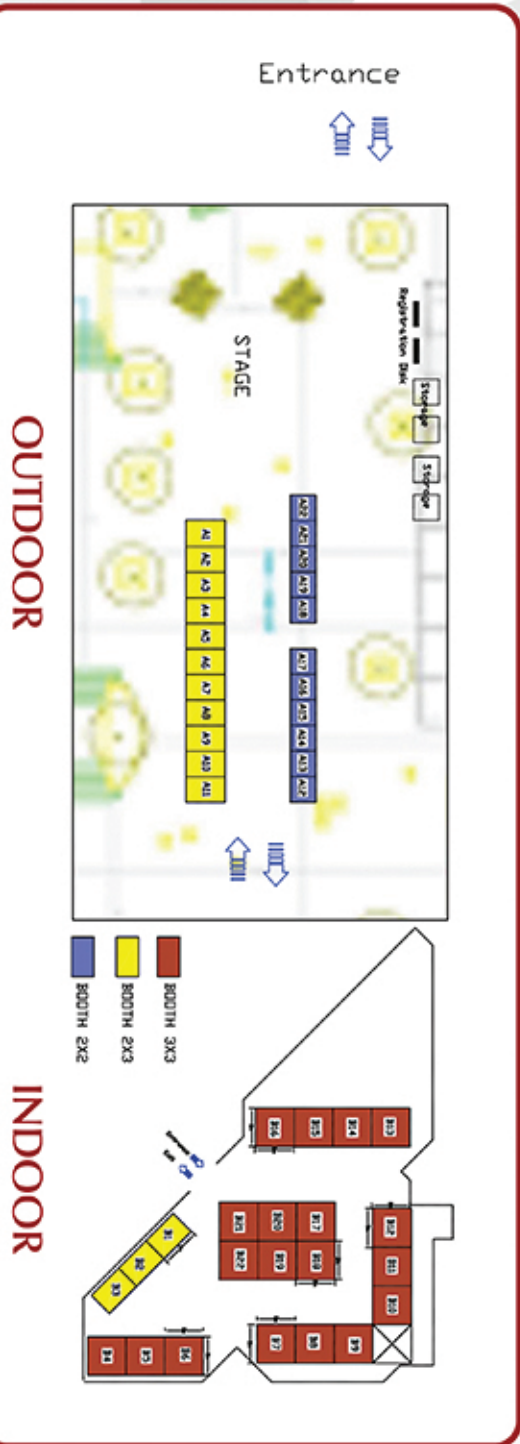
Greek Campus

The Largest and Most Visited Franchise Exhibition
in The Middle East & North Africa

The **15TH**

Middle East & North Africa
International Franchising & Licensing Exhibition

FLOOR PLAN



Organized by :



a Member of:



FOR RESERVATION CONTACT :

T: (+2-02) 3346 4306 - (+2-02) 3302 1105
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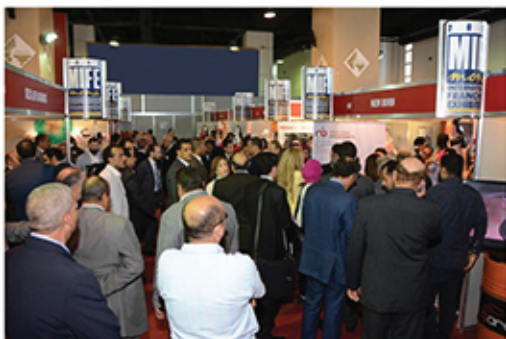
E: info@efda.org.eg
W: www.efda.org.eg
F: [EFDAEgypt](https://www.facebook.com/EFDAEgypt)



THE LARGEST AND MOST VISITED FRANCHISE EXHIBITION IN THE MIDDLE EAST & NORTH AFRICA

Organized by the Egyptian Franchise Development Association (EFDA), a member of the World Franchise Council since 2005.

EFDA represents and serves the franchise industry in Egypt, promoting investments through franchising, encouraging, training and working to solve the franchise problems.



MIFE

- Better opportunities to get more visitors from both in & outside Egypt.
- Know the franchise trends in Egypt.
- Benefit from high media coverage to reach your target.
- Take advantage of this unique opportunity and invite your **BEST PROSPECTS**
- Target the serious and most qualified buyers you want to meet face to face from across **Egypt** and **MENA Region**.
- This is the industry's one stop franchise event organized by the Egyptian Franchise Development Association (EFDA).

WHY EGYPT ?

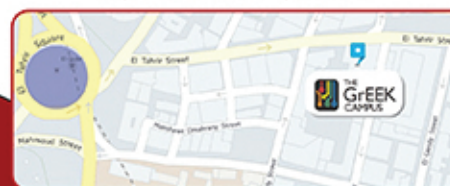
- Egypt's substantial population makes it the largest market in the Arab world, with a total population of 92 million, 18% ONLY in Cairo and Alexandria who are considered the two largest governorate in Egypt.
- Egypt historical appeal privilege its competitiveness compared to other holiday destinations, which positively reflects on its retail market attracting millions of tourists.
- Egyptian economy is considered one of the most profitable markets in the MENA region.



The GrEEK CAMPUS

- THE GrEEK CAMPUS in the heart of Cairo is considered the first technology and innovation park.
- THE GrEEK CAMPUS enjoys a unique and central location in the capital city center with different transportation means within walking distance.

The (GrEEK CAMPUS) location.



MIFE 2017

-200 spots on radio

- Publicity in the local daily newspaper, social media and online advertising.

-Media coverage on National and independent TV channels.

-MIFE 2017 will be published in upcoming international trade shows.

-Exhibitor's catalogue promoting participants.

-Meet & assist at the airport.

-Free shuttle buses provided ONLY from Tahrir Square to Exhibition venue and vice versa.

-Cairo sightseeing tours ;as per request .

Special rates at the following hotels

	DOUBLE	SINGLE
***** Nile Ritz-Carlton	200\$	200\$
***** Intercontinental Semiramis	165\$	154\$
***** Ramses Hilton	130\$	120\$

The above rates based on bed and breakfast including taxes and services. All hotels are close to the Venue.

For more information on hotels ,please contact EFDA

Franchise Magazine

Do not miss the opportunity to advertise in the annual franchise magazine ! The rate for the full A4 page is 8,000 le OR 1,500 \$.

Book your space by no longer than 15th April 2017

Contact us now

to reserve your prime location
www.efda.org.eg

REGISTRATION FORM

May 10-12, 2017 THE GREEK CAMPUS



CONTACT INFORMATION

Company Name :
 Mailing Address :
 ZIP/Postal Code :
 City/ Country :
 Telephone :
 Fax :
 Mobile :
 E-mail :
 Website :

CONTACT NAME: Mr. Ms. Mrs.

Name :
 Job Title :
 Mobile :
 E-mail :

COUNTRY OF ORIGIN OF YOUR BRAND :

BOOTH INFORMATION

What would you like your booth ?

Space Only Standard Shell Scheme Stand

Booth No. : (Kindly refer to the floor plan)

FASCIA (Exact name as you would like it to appear on Fascia Board in capital letters)

:

Do you have any special requirements (e.g. electricity, print logo on fascia sign, etc.)?

For EFDA use only

Received Form on :

Advance Payment Received :

Kindly provide us with a CD including the following items:

- 1- Advertisement to run on plasma screen.
- 2- Logo (vector format - ai or photoshop 360 dpi).
- 3- Company profile (5 lines).

EXHIBITION RATES

Rate /sqm L.E. 1,800 for local exhibitors and US\$350 for international exhibitors. Register prior to March 30th, 2017 and receive a 15% discount. EFDA members will also receive a 15% discount. Registration deadline **April 20th, 2017**

PAYMENT DETAILS

Terms of Payment: 50% of the total amount to be paid upon contract signature. Full payment should be made by no later than **April 20th, 2017**

BANK DETAILS

Cheques should be made payable to:

Bank: Commercial International Bank (CIB)
 Address: Nadi El Seid Branch, 66-68 Mohie El Din Aboul Ezz Street
 Swift Code: CIB EE GCX 025
 Account Name: Egyptian Franchise Development Association (EFDA)
 Account No. in US\$: **25-9030024-6**
 Account No. in L.E.: **25-9000084-6**

ALL REGISTRATION FEES ARE NON-REFUNDABLE AFTER APRIL 20th, 2017

Name : Title :
 Signature : Date :

Please complete and send this form to Fax: (+2-02) 3345 8292
 by no later than **April 20th, 2017**

Booth Number :

Remaining Balance :

Egyptian Franchise Development Association (EFDA)

T.: (+202) 3346 4306 . 3302 1105

F.: (+202) 3345 8292

E.: info@efda.org.eg

W.: www.efda.org.eg

Exhibitor Catalogue Form

May 10-12, 2017 THE GREEK CAMPUS



EXHIBITOR CATALOGUE: is a booklet which contains all Exhibitors who had participated in MIFE yearly .Any franchisee can easily contact MIFE Exhibitors, as EFDA distributes this booklet in MIFEE Exhibition and also along the year which is considered a sort of franchise Marketing **P.S.** Your page should include your accurate and clear company information in both languages English and Arabic EXCEPT for international Exhibitors it will be published only in English .

COMPANY CATEGORY

- Franchisor Master Franchisee Consultant Licensor Service Provider Franchisee Media Association
 Other, please specify :

Kindly fill the below information:

Booth No.	:	:	جناح رقم
Category	:	:	وصف النشاط
Company	:	:	اسم الشركة
Address	:	:	العنوان
Telephone	:	:	التليفون
Fax	:	:	الفاكس
Mobile	:	:	الموبايل
E-mail	:	:	البريد الإلكتروني
Website	:	:	الموقع الإلكتروني
Contact Name	:	:	المستول
Title	:	:	الوظيفة

Contact details:

Name : Title :
Signature : Date :

This form should be TYPED and sent by Fax : (+2-02) 3345 8292 by no later than **Thursday April 20th, 2017**

For EFDA use only

Received Form on : Booth Number :

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