

BIFEX

Beirut International Franchise Forum and Exhibition

23-24 May 2012

Phoenicia Intercontinental Hotel

The Retail Industry



Organized by

LFA
LEBANESE FRANCHISE ASSOCIATION
الجمعية اللبنانية لتراخيص الامتياز
www.lfalebanon.com

الاقتصاد والاعمال
Al-Iktissad Wal-Aamal
www.iktissadevents.com

Platform of Opportunities:

As International Franchisors seek greater market penetration, they are increasingly turning towards the Middle East. The region has turned to be a perfect franchising platform with eight out of the top 20 countries included in the Global Retail Development Index (GRDI).

Several Factors have accelerated international retailers' decisions to expand in the region. These factors include exponential growth in retail space, significant investments in shopping malls and the relatively high income.

Networking Opportunities:

Franchisors seeking to market their franchises & franchisees looking for new operators will find a golden opportunity in the B-to-B meetings.

Registered delegates can pre-arrange their meetings through the matchmaking platform provided by IktissadEvents website.

Forum Topics:

- Global Trends in the Retail Industry
- Role of Shopping Malls in Promoting Brands & Concepts
- A Closer Look into Consumer Behavior in the Retail Industry
- Branding: The Cornerstone of Success
- Bringing the Customer Closer: Loyalty Programs, Fidelity Cards & Social Media
- Franchising as a Means to Enhance Women's Role in Business



Lebanese Franchise Association

The Lebanese Franchise Association (**LFA**) aim to build and maintain a favorable economic and regulatory climate for franchising. It is the only association serving as the voice of franchising in Lebanon and is a major participant in the international franchise arena. **LFA** mission is to enhance and safeguard the business environment for franchising. With over 150 adherent concepts to date encompassing a wide range of sectors and industries, **LFA** members have excelled in offering the best of products and services with a unique flavor of differentiation, building themselves valuable brand equities which have become their most expensive assets.

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Al-Iktissad Wal-Aamal Group

Thanks to 31 years of insight into Arab economies and a vast network of field specialists, **Al-Iktissad Wal-Aamal group** has gained substantial expertise in predicting development and investment trends, offering in depth and up to date analysis and coverage of the latest business issues in the region, as well as providing the needed platform to bring together businesses in the Arab economies and to expand business relations internationally.

Al-Iktissad Wal-Aamal Group is an independent, private company with a shareholder base of 45 leading businesses, corporations and investors from 10 Arab countries. The group encompasses a number of business divisions that include 4 publications and an event management and conferencing unit.

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