

Supported by:



**Franchising™**  
Building local businesses,  
one opportunity at a time.



[Uncovering new business opportunities!]



**MUSCAT: 4 - 6 August 2009**

Timing : 10:00 a.m. to 1:00 p.m. & 5:00 p.m. to 8:30 p.m.

Venue : Oman International Exhibition Centre

Website : [www.oite.com/fre](http://www.oite.com/fre)



**FRE 2009**  
FRANCHISE & RETAIL EXPO

Media Partners



## Expand your network in the Sultanate and across the region

Oman's Franchise & Retail Expo opens vast opportunities for franchise and retail concepts, from promising to well established brands.

**The expo is ideal to meet aspiring entrepreneurs, top-notch executives and decision makers under one comprehensive business platform!**

FRE 2009 is a venue where franchise development teams, successful retailers, franchisors and prospective franchisees, network and explore possibilities to do business together.

**Stay abreast of the current trends, best practices and powerful business systems and solutions during these times of global financial crisis.**

**Maximize your business exposure.  
F R E 2009 - Your leverage point that makes it happen.**

### Why Oman?

- Ranked 4th in the Arab world and 40th internationally in the "Economic Freedom of the World 2008" annual report published by the Fraser Institute of Canada. Source: Oman Daily Observer
- Topped Arab countries in peace and security according to an 'international peace index' by the Studies and Info Unit at the UK-based Economist Intelligence Unit. Source: Khaleej Times

### Economic Bouyancy

Oman experienced strong growth in foreign trade during 2008. Commodity exports soared 53.1% during the first six months to RO 6701.1 million against RO 4378.1 million during the same period in 2007. Source: Oman Daily Observer

Omani investments and joint ventures with international partners have contributed to increasing the Gross Domestic Production and creating plenty of job opportunities for Omani citizens.

### Why FRE 2009?

**A brilliant mix to promote your brand, reach prospective franchisees and forge business partnerships in Oman under one roof!**

Franchise Zone - providing high level networking opportunities among franchisors and would-be franchisees; where the most successful brands open doors to business enthusiasts wanting to own and run a profitable concept.

Retail Pavilion - where a wide range of retail equipment, storage, in-store and security technology, store design, point-of-purchase, visual merchandising products and services are on offer under one roof!

Business Matchmaking - providing maximum benefits wherein confirmed exhibitors can establish contacts and set up meetings with prospective franchisees and businessmen months prior to the actual event.

### The Franchise & Retail Outlook

As international and local brands aim for greater market penetration, the franchise industry in the Middle East is growing rapidly, with an estimated worth of US\$ 30 billion and an average annual growth rate of 25%. With the trend of shopping at modern retail outlets and the preference for international brands among consumers, the franchise and retail market in the region will continue to grow. The industry is maturing and diversifying into more service-based franchise systems. (Sources: Entrepreneur.com, The National)



# Franchising and retailing in Oman

## Exhibitor Profile

FRE exhibit sectors include:

- Accounting, tax, auditing and law services
- Advertising, marketing and PR
- Apparel and fashion
- Automotive (brands, service and filling stations)
- Banking, finance, insurance and investment
- Building, construction and architecture
- Childcare services and activities
- Commercial and business services
- Computer, electronics and internet services
- Cosmetics, beauty and health care
- Diet and fitness
- Education, training and employment
- Entertainment, media, printing and packaging
- Fabrication, repair and maintenance
- Fashion and wedding
- Food and beverage
- Furniture and lighting
- Gardening and landscaping
- Gemstones and jewellery
- Hospitality, catering and recreation
- Industrial services
- IT and telecommunications
- Office equipment and services
- Optical aids and services
- Plant and machinery
- Real estate, property and infrastructure
- Retail and wholesale services
- Travel and tourism



## Visitor Profile

- Aspiring entrepreneurs and professionals willing to start a new business
- High net worth individuals, business investors and professionals from various industries
- Supermarkets, hypermarkets, department stores and convenience stores representatives
- Shopping center management
- Interior designers
- SME's looking to expand and diversify
- Business analysts and consultants
- Finance companies and venture capitalists
- Corporates, Directors and General Managers
- Franchise and retail products and service enthusiasts
- Government representatives and diplomats
- Media

## FRE 2008

Staged for the very first time in the Sultanate of Oman in 2008, the Franchise Expo generated a total turnout of over 2,000 business visitors, proving that franchising is indeed making inroads in the country.

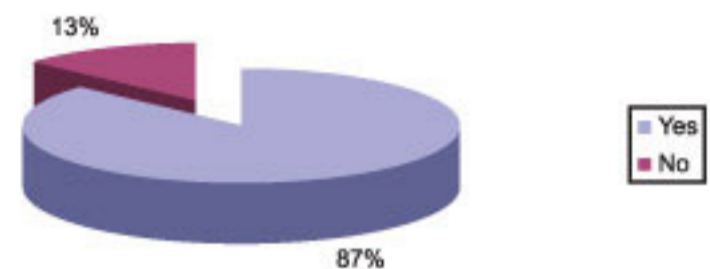


## Business Opportunities

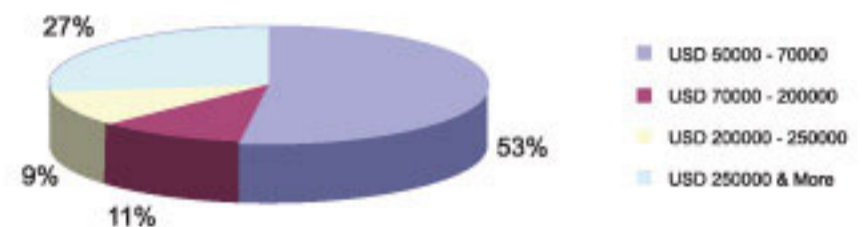
- The retail property market in the GCC is the fastest growing in the world with more than 16.35 million sq. meters (m2) of gross leasable area expected to be completed by 2010. Source: AME Info
- The boom in retail construction throughout the region has made it an increasingly attractive market for local and international brands. The gross leasable area (GLA) in the GCC is expected to expand to 16.35 million square metres in the next two years, a massive jump from the 2.46 million square metres in 2000. Source: The National
- The GCC franchise market is expected to grow to a value of more than US\$ 81 billion by 2010, with a compound annual growth rate of 29.9 per cent. Source: The National
- One-stop shopping has caught on in Oman, with developers riding the wave of this popularity and building on it with high levels of investments. Source: East West Communications

**Quantitative analysis based on the Omani business community interest in the Franchise and Retail Expo** (Market Research conducted by the OITE Research & Development Dept.)

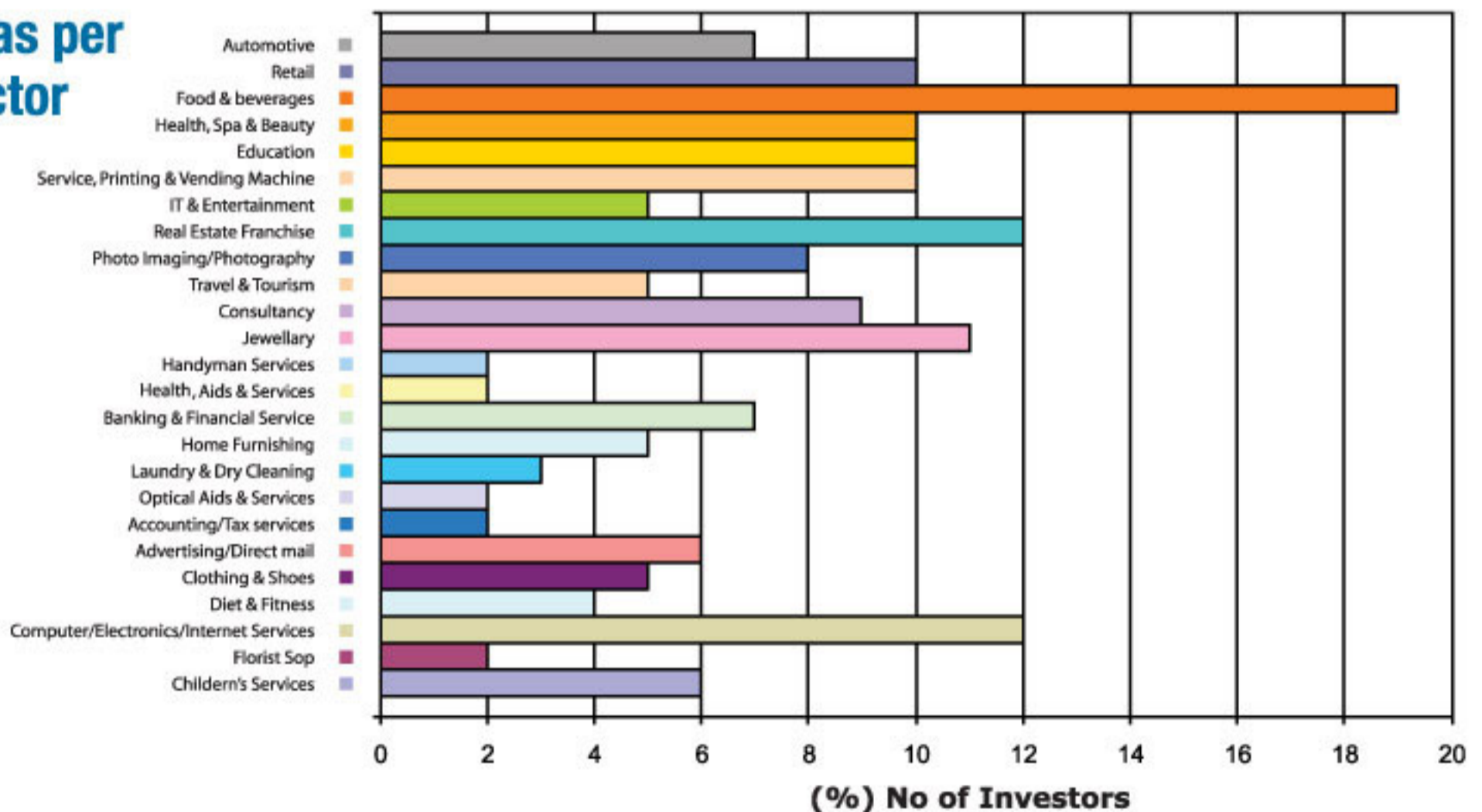
### Graph depicting respondents interest to invest in Franchise & Retail business



### Expected Level of Investment



## Preference as per industry sector



**To join the Franchise and Retail Expo 2009, contact:**  
**Mr. Ammar Ahmad, Project Sales Executive - Trade Fairs**  
 Mobile: +968 96432617 E-mail: ammar@oite.com

