



International exhibition

FRANCHISE FESTIVAL[®] 2020

APRIL, 6-8

MOSCOW, VDNH EXHIBITION CENTRE, 75 A



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ABOUT THE EVENT

Over the years, the international franchise festival has won the status of really effective platform for interaction between franchise companies and potential investors from all over Russia and CIS countries.

Upcoming event will be held on the 19 - 21st of March 2019 at VDNH Exhibition Center in Moscow, and will bring together over 6 000 of potential and existing investors, franchisees, entrepreneurs and small and medium-size business owners.

over
6000

UNIQUE TARGETED
VISITORS

over
120

COMPANIES WITH UNIQUE
BUSINESS CONCEPTS

over
100

FRANCHISE
BRANDS

ADVANTAGES OF PARTICIPATION

During the 8 years of the Festival existence more than 442 companies have closed over 1500 deals with new partners throughout Russia and the CIS.



TARGET AUDIENCE

Visitors investment capacity investment varies from 100 thousand rubles to 100 million rubles.



PARTICIPATION IN THE EXHIBITION

Is an effective sales and development channel, as well as an indicator of stability and prestige of the company.



FRANCHISE FESTIVAL EFFICIENCY

Confirmed by large number of closed deals and permanent exhibitors.



GEOGRAPHICAL PRESENTATION OF THE VISITORS

From Kaliningrad to Vladivostok (from the west to the east), from Murmansk to Krasnodar (from the north to the south), as well as all over the CIS countries and abroad.

CONFERENCE PROGRAM

A professional conference program is an integral part of the international franchise festival. Leading russian and foreign francshise experts are invited to the upcoming event.

Main topics of presentations:

- **Success stories:** founders of major international chains;
- **Quality control** when building a franchise network;
- **Financing issues:** attracting investments in new projects;
- **International markets access,** experience, challenges and perspectives;
- Building a company's **strong brand**;
- Intellectual property protection.
- Foreign franchise concepts **adaptation** on the Russian market;

The best of the best are invited to participate in the upcoming event: franchise experts, well-known entrepreneurs of the country, ligal advisors, patent attorneys, business coaches and many other authorities in the field!

SOME SPEAKERS OF PAST FESTIVALS:



**GENNADY
KOCHETKOV**

Vice-President
Subway Russia



**SERGEY
YEGOROV**

Development
Director of CDEK
Company



**SVETLANA
VASILENKO**

Franchise
Development
Director of
Gemotest
Company



**ERNESTO
GONSALES**

Head Vice-President
of Franchise
Development
of Rosinter
Restorants



**GRIGORY
AVETOV**

Rector of Synergy
Business School



**ALEXEY
LOKONTSEV**

CEO of Top Gun
barber shops



**YURI
MIKHAILICHENKO**

Executive Vice-
President of the
Russian Franchise
Association

MARKETING STRATEGY

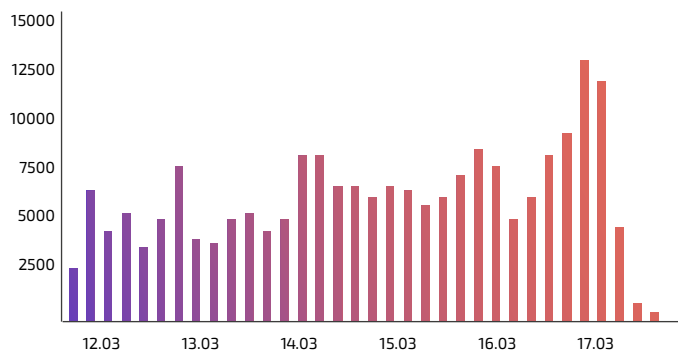
1 TV:

RBK TV, PROBusiness, M24.Ru, TV Hello, TVchannel Uspeh

2 SMM:

Facebook, VK.com, YouTube, Instagram, Google, Yandex

3 SITE TRAFFIC



*According to the marketing strategy of the previous Festival

4 GOVERNMENTAL ORGANIZATIONS::

The Moscow City Government, Russian Chamber of Commerce and Industry, Government-financed institution Small business of Moscow, OPORA ROSSII, Delovaya Rossiya and so on.

5 PRINTED ADVERTISEMENT:

The Moscow Times, Generalniy Direktor, Business-Journal, Chief Time, Office Magazine, Izvestiya and so on.

6 FRANCHISE PORTALS:

Franch.biz, Franshiza.ru, BeBoss.ru, CoolIdea, GetBiz, Open Business and others.

7 WEB PROMOTION:

Contextual advertising, targeting and retargeting, banner advertising on Yandex and Google; SEO; video production

AUDIENCE COVERAGE :
over
6 000 000 +
people

*More detailed information we will gladly provide on request at nkharatian@nffrussia.ru

AUDIENCE

25% CATERING

34% SERVICES

15% B2B

26% RETAIL CHAIN



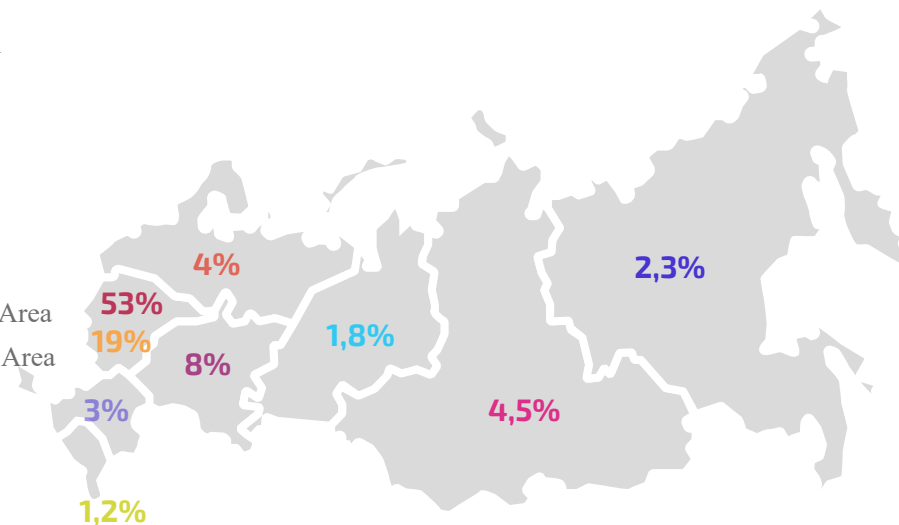
74% of visitors - potential franchisees and investors

>4500

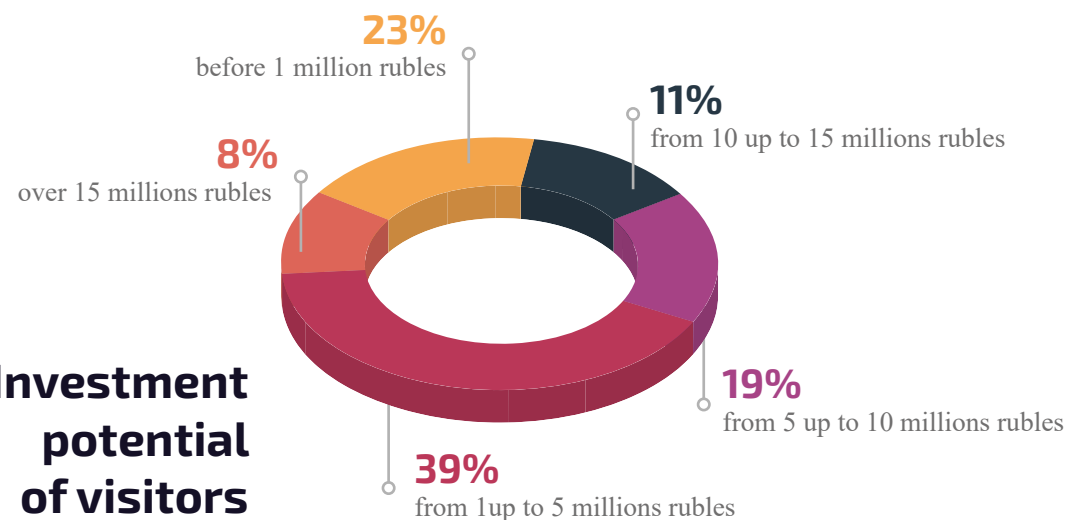
visitors in 3 days of the exhibition

Geography

- 53% Moscow, Moscow region
- 19% Central Federal Area
- 8% Privilzhsky Federal Area
- 4% North-West Federal Area
- 3% South Federal Area
- 4,5% .. Siberian Federal Area
- 2,3% ... Dalnevostochny Federal Area
- 1,2% ... North-Caucasian Federal Area
- 1,8% ... Uralsky Federal Area
- 0,7% ... CIS countries
- 2,5% ... Europe and USA



Investment potential of visitors



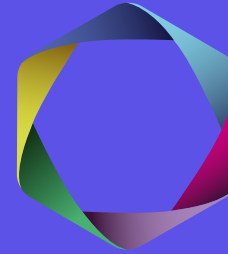
PHOTOGALLERY



The full gallery at nfrussia.ru

SOME OF OUR EXHIBITORS





April, 6-8
Moscow, VDNH, 75
www.nffrussia.ru

CONTACT DETAILS _____

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