

The First Symposium of SME's:
Franchise Strategy: Your Way to the Market
3-5 January 2010

Background

In the last 20 years, a significant amount of work on Franchising has been conducted in various disciplines, Including economics, law, management, marketing, and Management science.

A Franchise is a method for starting a new business within the framework of an existing, large business entity. It is a legally separate enterprise operating in some way under the umbrella of another organization.

Franchising is an organizational form (a business agreement) in which a company grants an individual or another company the right to do business in a prescribed manner over a certain period of time in a specified place in return for royalties or the payment of other fees. The company granting the right is termed the "franchisor," the receiver of the right is the "franchisee," and the right is the "franchise".

A major goal of this forum is to provide a comprehensive overview of the existing and future efforts on franchising, worldwide and in the Arab region. A second goal is to provide our nascent entrepreneurs with an effective method for starting their new businesses.

Symposium themes

- Concept, nature and Benefits of Franchising
- Franchise Development in Western Countries
- Franchising, Franchisor and Franchisee
- Franchising Contracts and agreements
- Franchising: Pros and Cons
- Franchising steps and Procedures
- Legal Aspects of Intellectual Property rights
- Worldwide and Arab Experiments in Franchising

Potential Participants

1. Investors, Entrepreneurs, Fresh graduates
2. Responsible of SMEs in the following:
 - Banks-Chambers of Commerce and Industry -Ministry of investment, commerce-Stock Markets-Business men Council-Social Development Associations
3. Franchisors Owners in the Arab countries
4. Franchisee in the Arab world
5. Researchers in the SMEs.

Symposium Venue

The symposium will be held during 3-5 January - Sharm El-Sheikh- Egypt

Registration Fees:

For Conference+Workshop:700\$

For Conference: 600\$

For workshop only: 500\$

Discounts will be given as follows:

- 25% for the participant with paper or search
- Free seat for the fifth participant from the same company
- Registration can be valid electronically by visiting our website: www.araado.org.eg or by filling the attached form and sending it by e-mail: raniaa@arado.org.eg or by fax No: 00202580077.

The Fees cover:

- Attendance of the Symposium
- Symposium Proceedings
- Coffee breaks Lunch
- Certificate of Attendance Issued by ARADO

Scientific Participation:

The Participants with research or scientific paper should send a summary within 250 words at least on 5/12/2009. Followed by the full copy on 15/12/2009.

Workshop
How to get a Franchise?
5 January 2010

Workshop Themes:

- How to establish a distinguished trademark for your business?
- Procedures and steps of registering the Franchisor trademark.
- What do you know about registering obstacles?
- How to protect the intellectual property rights of your trademark?
- The relationship between the Franchisor and the Franchisee.
- How to create a suitable business environment for your trademark?
- How to deal with the intellectual property rights disputes?

Symposium Committee

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