



## Arab Franchise Association Latest News Activity - Lecture



**Topic : “ The Development of the Franchise Sector in the Arabian Gulf, Opportunities, obstacles and the importance of employing nationals”**

### LATEST NEWS EVENT

We are proud to announce that the AFA lecture held on **Tuesday, the 9th of April 2013** at the **Gefinor Rotana Hotel, Beirut** on the Topic : “The Development of the Franchise Sector in the Arabian Gulf: Opportunities, obstacles and the importance of employing nationals” was a real success.

In attendance were more than 70 persons, including distinguished speakers from the State of Kuwait and the Kingdom of Saudi Arabia, and there was quite a lot of interaction among the participants, speakers and the panel during the Questions and Answer period.

### THE SPEAKERS WERE

The President of the Arab Franchise Association, **Dr. Khaled. A. Taki**

The Vice President of the AFA, **Mr. Daniel Karam**

The Head of the Training Department at Franchise Training Institute, Beirut Lebanon - **Mr. George Kenaan**

The CEO of the training company A I M S – based in Riyadh, Kingdom of Saudi Arabia , **Mr. Youssef Al Buthi**

The CEO of Advanced Business Development Consultants ABDC, based in Kuwait , **Mr. Ahmad Khorsheed**

The General Manager of Advanced Business Development Consultants ABDC, Kuwait , **Mr. Mike Abou Anni**

The presenter was **Miss. Lara Daoud.**

**The guests from well known Franchisors , Franchisees , Companies, Universities, Restaurants, and the Media were :**

#### Universities :

Lebanese American University - Professors - **Dr. Bassem Maamari, Dr. Leila Messarra** accompanied by a number of their students.

Lebanese Canadian University – Board of trustees member **Dr Joseph El Khoury**

American University of Science & Technology – **Mr. Hussin Hejazi, Dean of Business and Economics** and one of the professors.

Beirut Arab University - **Dr. Nihal Farid, Dean of Faculty of Business and Administration.**

#### Advertising and Media Companies

Feedback represented by a delegation

قناة المرأة العربية

Prime DigiCo

## Franchisors

Al Balad- Sineco s.a.r.l represented by the CEO , Mrs.Pascal Barakat  
Dandy s.a.r.l represented by the CEO , Mr. Kamal Saade and Fadi Saade  
French Bakery - MEFIMA s.a.l represented by Mrs. Rita Hoyek  
Mayrig Holding represented by Mrs. Aline Kamakian  
La Ferme Saint Jacques- Les volailles de Batroun represented by Mrs. Jihane Feghali  
Nougatini International represented by the CEO Karima Barrage  
Assaha Restaurant represented by a delegation , Mr . Houtham Baydoun  
IRADA Holdings represented by a delegation  
Eatalian represented by the CEO , Mr. Malek Chehab and Mrs. Yasmina Al Halabi  
Mezzo Art Lounge represented by the CEO Joseph El Khoury.

## Consultants . Intellectual property companies and Legal Firms and other guests

Saba & Co. Intellectual Property represented by Mrs. Amal Abdallah  
Torbey Law office  
Platinum Pitch LLC Mr. Negib Fikani  
Koualty & Associates "K&A" represented by Mr. Yasser Kouatly  
Fadi Jamal E Dine Law Office  
Tamer Freres represented by the CEO ,  
Mr. Nader Bachini of AIMS  
Mrs . Siham Saadi – Financial Banking Consultant

## THE NEXT AFA LECTURE

It was announced that the next AFA lecture will be held in Kuwait organized by ABDC as the AFA representative in the State of Kuwait and the date and venue will be announced soon.

The Arab Franchise association would like to thank the persons, companies, and institutions who attended our lecture and is looking forward to see all of you in its future events.

**For further information** please contact the AFA Tel. +961 1 740694 and +961 76 337209  
Or by e mail to [lectures@arabfranchiseassociation.com](mailto:lectures@arabfranchiseassociation.com) and  
[kat@arabfranchiseassociation.com](mailto:kat@arabfranchiseassociation.com)





دعوة خاصة



## "التطورات في قطاع الإمتياز في الخليج العربي" الفرص. العواقب. وأهمية توظيف المواطنين الخليجين

بناء على التطورات السريعة في قطاع الإمتياز في الخليج العربي . الفرص. والعواقب. وأهمية توظيف المواطنين الخليجين مثل السعودية- نظام نطاقات التي يواجهها كل صاحب وطالب الإمتياز. ننتشر الجمعية العربية لترخيص الإمتياز بدعوتكم لحضور محاضرة بلقبها رئيس الجمعية د.خالد أ. تقي وعدد من الضيوف. تليها فترة للنقاش و الأسئلة وذلك يوم الثلاثاء الواقع في 9 نيسان 2013 . من الساعة 9:00 حتى 12:30 صباحا في أوتيل جفینور روتانا



شارع كليمنصو. رأس بيروت هذه الدعوة مجانية. صالحة لشخصين فقط.


ويجب تأكيد الحضور قبل سبعة أيام من تاريخ المحاضرة عبر الإتصال ب

هاتف 1 +961740694 - +961 76 337209

أو عبر البريد الإلكتروني lectures@arabfranchiseassociation.com

### Private Invitation

#### "The Development of the Franchise Sector in the Arabian Gulf" Opportunities, obstacles and the importance of employing nationals

Based on the rapid developments in the Franchise sector in the Arab Gulf, the opportunities, obstacles , and importance of employing nationals ( like Saudization- Nitaqat system) being faced by franchisors and franchisees alike , the Arab Franchise Association has the honor to invite you to a lecture by its President Dr. Khalid A.Taki and other guests. followed by a discussion, question and answer period to be held on **Tuesday 9th of April 2013, at 9:00 to 12:30 am , at the Gefinor Rotana Hotel**   
Clemenceau Street, Ras Beirut. **This invitation is gratis, valid for two persons ONLY, and must be confirmed** at least seven days prior to the lecture by calling Tel. +961 1 740694 and +961 76 337209 or by e mail to lectures@arabfranchiseassociation.com





# محاضرة للجمعية العربية لترخيص الامتياز "التطورات في قطاع الامتياز في الخليج العربي" الفرص، العواقب، وأهمية توظيف المواطنين الخليجيين التي يواجهها كل صاحب وطالب الامتياز



وذلك يوم الثلاثاء الواقع في 9 نيسان 2013. من الساعة 9:00 حتى 12:30 صباحاً  
في أوتيل جفينور روتانا - شارع كليمنصو - رأس بيروت

## Lecture By The Arab Franchise Association

"The Development of the Franchise Sector in the Arabian Gulf"  
Opportunities, obstacles being faced by franchisors and franchisees alike,  
and the importance of employing Arabian Gulf nationals

Tuesday 9<sup>th</sup> of April 2013, at 9:00 to 12:30 am,

at Gefinor Rotana Hotel, Clemenceau st., Ras Beirut

### THE PROGRAM

- 9:00** Registration and Seat Assignment
- 9:15** Welcoming and Opening by Mr. Daniel Karam - Vice president of the AFA
- 9:30** Lecture by Dr. Khaled A. Taki - President of the AFA  
 Topic: "The Development of the Franchise Sector in the Arabian Gulf" - Opportunities, obstacles and the importance of employing Arabian Gulf nationals being faced by Franchisors and Franchisees alike.
- 10:15** Lecture by Mr. George Kenaan - FTI Senior Trainer  
 Topic: The importance of providing training support by Franchisor to Franchisee to succeed.
- 10:30** Coffee Break
- 10:45** Lecture by AIMS - KSA - Mr. Yousef Albuti - CEO  
 Topic: "The importance of Training Arabian Gulf Nationals in the Franchise Industry" - Case Study KSA Opportunities created by the Franchise System for the development of Arabian Gulf Nationals.
- 11:00** Lecture by Advanced Business Development Consultances - Kuwait - Mr. Ahmad Khorsheed - CEO  
 Topic: Franchising in Kuwait from a local Kuwaiti Franchisors perspective - Case Study - Tea Garden.
- 11:15** Lecture by Advanced Business Development Consultances - Kuwait - Mr Mike Abou Anni - GM  
 Topic: - The Franchise Sector in Kuwait opportunities and obstacles and support for SME's as a form of self employment for all Kuwaities - Women included.
- 11:30** Lecture by Maitré Manal Majed - General Secretary of the AFA  
 Topic: The Franchise Agreement and its application in the Arabian Gulf.  
Case Study :The advantages of being a foreign investor in KSA in relation to visas and Saudization.
- 11:45** Questions and Answers Period
- 12:30** Closing

Sponsored by:

