

# Be my® FRANCHISE?

19<sup>th</sup> FRANCHISING and  
DEALERSHIP TRADE FAIR  
**25-28 November 2021**

AVRASYA  
GÖSTERİ VE SANAT MERKEZİ



## FOR MORE POINTS OF SALE...

The great organization, the heart of the franchise industry, gathers the players of the franchising and dealership system under a single roof.



The franchise industry  
GROWS WITH  
THIS  
EXHIBITION!

[bemyfranchise.com.tr](http://bemyfranchise.com.tr)  
#bemyfranchise

The exhibition, welcoming exhibitors from a broad range of industries including food, home decoration, realty, beauty centers, sports centers, cafes, dry cleaning, technology, automotive, creates an expansive network area and enables companies to expand by opening new branches for companies. The event is achieving significant successes with its business volume each passing year.



**25-28 November 2020**

### VISITORS

- 39.564** visitors from **91** countries
- 30.386** domestic and **9.178** international visitors
- 90%** of the visitors were satisfied with their visits
- 65%** of the visitors established new business connections

### EXHIBITORS

- 400+** exhibitors and **2.000** brands from 6 countries
- 4** country pavilions
- 91%** of the exhibitors were satisfied with the number of domestic and international buyers
- 89%** of the exhibitors established business connections with target buyers

## THE FIRST AND UNIQUE FRANCHISING EXHIBITION OPENED IN THE PANDEMIC ERA

CNR Holding and Mediaforce led the way in Turkey. CNR Food Istanbul, CNR Ambalaj Istanbul, and Be my Francise? took place with giant cooperation between November 25-28, 2020.

Through this synergy, 39.564 professionals visited the exhibition on a platform with a successful implementation of pandemic measures.



### THE LARGEST FRANCHISING EXHIBITION OF THE REGION

Be My Franchise - Franchising and Dealership Trade Fair, organized by Mediaforce with the support of UFRAD (Turkish Franchising Association) for 18 years, pleased thousands of domestic and international visitors and exhibitors as the first and unique franchising exhibition that was held throughout the world in the pandemic era. Having been the largest franchising exhibition in Europe and the Middle East for the number of exhibitors and square meter area before the pandemic, Be My Franchise? will take place concurrently with Food Istanbul at CNR Expo between September 01-04, 2021 once again.

### WHAT DOES THE EXHIBITION CONTRIBUTE TO YOUR BRAND?

- ✔ Boost your business volume and open new branches
- ✔ Gather with global brands on the same platform
- ✔ Strengthen your prestige and brand image
- ✔ Raise your company value and draw the attention of entrepreneurs seeking new investments
- ✔ Seize a chance to introduce your brand and products to entrepreneurs and investors from all over the world

### MARKETING ACTIVITIES IN 2020



**2.158.782**  
Website views  
between 2018-2020



**1.965.592**  
Facebook views



**1.154.310**  
People accessed on  
Facebook & Instagram



**3.803.831**  
Facebook & Instagram  
ad views



**4.658.109**  
Google ads ad views

# Exhibitor Profile

- ✓ Chain brands growing in the food industry through franchising
- ✓ Franchising cafes
- ✓ Franchising restaurants
- ✓ Franchising fast food brands
- ✓ Franchising companies in the real estate and realty industries
- ✓ Furniture and decoration companies providing cafes and restaurants with products or services
- ✓ Suppliers providing cafes and restaurants with products
- ✓ Franchising automobile survey and cosmetics companies
- ✓ Brands operating in and franchising to the cosmetics industry
- ✓ Markets operating via dealership and franchising system
- ✓ Franchising brands in the service industry such as dry cleaning, carpet washing, etc.
- ✓ Brands operating in and franchising to the textile and ready-to-wear industries
- ✓ Franchising educational institutions
- ✓ Innovative products designers and manufacturers
- ✓ First-time franchising brands
- ✓ Brands that intend to expand with the dealership system and launch for the first time
- ✓ Companies projecting malls, bazaars, and street shops

# Visitor Profile

- ✓ Entrepreneurs intending to set up their own business
- ✓ Investors intending to hold a franchise
- ✓ Investors looking for new and innovative business ideas
- ✓ Project executives renting malls, bazaars, or street shops
- ✓ Franchise industry professionals



# Exhibitor Testimonials



**Mehmet KOCA**  
Chairman of FM Kahve

Be My Franchise? is an opportunity for companies like us. We have been in the industry for 20 years, followed the exhibition for 10 years, and participated in the exhibition for 6 years. We have sized great chances at Be My Franchise? so far. Despite the pandemic era, the number of visitors is satisfying. So, it

is important to take part in this exhibition. We have reached 70 branches in 6 days thanks to the exhibition. We can observe there is a suitable group of visitors. Prospective investors have contacted us to acquire a franchise during and after the exhibition. We are pleased with Be My Franchise, which expands our business. You can access the right investors for your business here. We want to participate in the exhibition once again next year.

”



**M. Nezif EMEK**  
UFRAD Board Member

Be My Franchise? has been the most active exhibition among numerous exhibitions that we have taken part in as an exhibitor. Prospective investors, who have targets in today's economic turmoil and know what to invest in, visit this platform. We are pleased with the exhibition.

”



**M.EMİN DEMİREL**  
Company Partner of  
Badella Makarna

We have been serving in the industry with 8 franchises and hope to increase the number of our dealerships. The exhibition venue is professionally-organized. We don't see any effects of the pandemic here. We are satisfied with the exhibition. We will definitely participate next year.



”



**Engin ÖZBEK**  
Factory Manager  
of Gurmepack

As Gurmepack, we have participated in this year's edition of Be My Franchise. There have been some hard days due to the pandemic this year. However, we observe the participation in the exhibition is satisfying. It is the first time we have taken part in this exhibition. We have had a very

successful event. It lights the way for us for the next edition. We have received many demands from abroad and even sent samples to Spain. The number of visitors has been more than what we have expected. Honestly, we didn't expect such broad participation due to the pandemic. There has been a great number of visitors though it is the last day of the exhibition. We consider participating in Be My Franchise once again next year if nothing goes wrong.

”

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FRANCHISE ?**

Franchising & Dealership  
Trade Fair

**25-28 November 2021**

**AVRASYA**  
GÖSTERİ VE SANAT MERKEZİ

**TO EXHIBIT**

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**MFO**  
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THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

KOSGEB

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BARISTA  
AKADEMİ

FRANCHISE market