

Dear Sirs!

On March 12-14, KyivExpoPlaza venue hosted Franchising and Retail Industry trade fairs. Events took place for the first time at the new location - out-of-town centre near Nova Berezivka settlement on Zhytomyr M06 highway, and reached record performance at once by several parameters - size, attendance and quality of audience.

Complex of events presented everything necessary for a successful start of the own business: reliable franchises, equipment and services for business, commercial real estate and financing sources.

It seemed like franchise models were able to satisfy the most demanding client: robot bartender, traditional croissants and farm products, serious logistics and real sex shop, Asian spice, "hot" Caucasian cuisine, clothes and shoes, auto parts and street radio. Number of business branches with the launching fund, which starts from several thousand to millions. All this is called "Franchising 2019". And the most up-to-date samples of equipment for stores and HoReCa were presented at Retail Industry trade fair.

Despite fears about unusual location of the venue for Ukrainian audience, new location became successful for participants and visitors. Three days of intensive work have proven that distance does not matter when it comes to the desire to develop and to create own future. So let's move on to facts and figures.

Facts and figures

General exhibition area, sq.m. — 3 500
Booth area, sq.m. — 1 562,25
Including: Franchising — 818,25 (+76%) Retail Industry — 744
Number of exhibitors — 101
Countries represented — 7 (Ukraine, Georgia, Kazakhstan, Lithuania, Netherlands, Poland)
Number of visitors — 8 449
Including Franchising — 5 322 (+39%) Retail Industry — 1 014
Number of visits — 8 735
Business program — 25 hours
Conferences, seminars, presentations and master-classes
Authorized Mass Media — 41

Particular attention should be paid to the quality of audience. One of the location advantages is the fact that distance becomes a natural filter that removes non-target visitors. Thus, each participant receives almost 100% guarantee that his booth will be visited by potential clients and partners.

This year both the Franchising and Retail Industry traditionally shared exhibition area with the Farm Contract Fair. That is why representatives of retail and HoReCa segment once again got a great opportunity to establish contacts with producers of craft products and add a flavor to the menu or product range of their establishments.

Organizing Committee expresses its sincere gratitude to participants, visitors, partners - to all who contributed to the preparation and organization of these events. We know how difficult it is to be the first, how scary it can be, to make a step towards something new. Usually we expect that someone else do the job of newbie to try the soil, and avoid risks by ourselves. But there are no

winners without risks. So, we are especially happy and grateful for each of your new contracts, useful contacts and cool insights. And, of course, we feel even more responsible, when it comes to inviting you to participate again.

Informational

support

Special thanks to our partners: Franchising Full Cycle (FFC); FranchBiz, Franchise.ua; Association of Franchising in Ukraine.

Innovation Partner of Franchising trade show - CONCORD Bank.

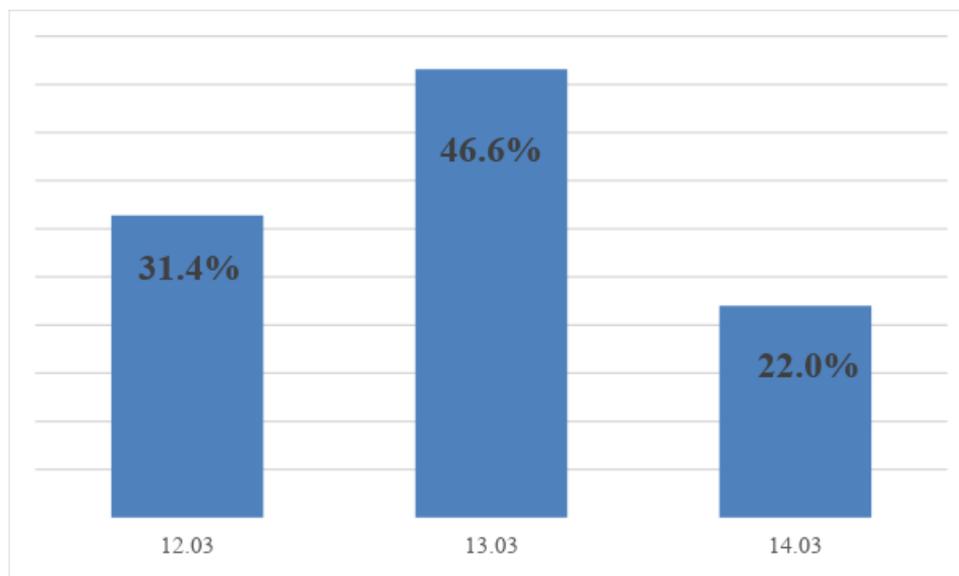
Advertising campaign

Involved communication channels: outdoor advertising (boards and scrolls), radio ("Our radio", NRJ), internet advertising, smm, e-mail marketing, sms marketing. The total audience coverage has exceeded 2 million people.

Visitors

In 3 trade show days, 8,449 people visited the event, including 5,322 entrepreneurs searching franchises and 1,014 retailers and caterers. These questionnaires and feedback by participants indicate an extremely high quality audience. Targeted visitors came with absolutely clear and specific requests. Geography of visitors confirms international status of the trade shows. This year we hosted representatives from 14 countries, including Bulgaria, Hong Kong, Georgia, Israel, Moldova, Netherlands, Germany, Poland, Russia, Romania, Turkey, Uzbekistan, France, Czech Republic.

Distribution of visits by days



Distribution of visitors by industries

Trade ¹	52,6%
Public catering	31,4%
Food industry	16,1%
Pharmaceutical/ Medicine	10,3%
Construction	10,3%
IT	9,0%
Logistics	8,5%
Agricultural and industrial complex	7,3%
Business services	6,7%
Household utilities	5,7%
Development	5,6%
Transport and transfers	5,0%
Entertainment industry	4,6%
Hotel industry	4,3%
Project and design	4,0
Producers of spare parts and equipment	3,2
Dealers and distributors	1,9
Other	10,6%
trade:	
Food	63,6%
NonFood	50,7%

Geography of visitors (main regions in descending order)

Kyiv city and region, Vinnytsia city and region, Dipro city and region, Lviv city and region, Kharkiv, Odessa city and region, Khmelnytskyi city and region, Lutsk, Cherkassy city and region, Poltava city and region, Mykolaiv, Donetsk region, Zaporiz'ka city and region, Rivne, Chernihiv.

See you at the trade shows on March 17 – 19, 2020!

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