

# Be My Dealer<sup>®</sup>?

**13<sup>th</sup> FRANCHISING &  
BRAND DEALERSHIP TRADE FAIR**

Organization



Supported By



*24<sup>th</sup> Franchising Fair Supported By UFRAD*

The Main Sponsor



TÜRKİYE

**CHOOSE YOUR BRAND,  
START YOUR OWN BUSINESS**

**15-18 OCTOBER 2015**

HALL 5-6-7 CNR EXPO CENTER YEŞİLKÖY / İSTANBUL / TURKEY

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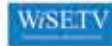
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OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY





# FRANCHISE INDUSTRY IS GROWING WITH BE MY DEALER EXHIBITION

**27.400  
Visitors**

**12th edition of Be My Dealer Franchising and Brand Dealership Trade Fair, which was organized in 2014, gathered companies with entrepreneurs and created new cooperation possibilities for them.**

Exhibitors that are seeking for new business partners and want to expand with franchise-dealership method, had met with potential investors at Turkey's first and only franchising and brand dealership trade fair. The exhibition organized on 18-21 September 2014, under the main sponsorship of the Coldwell Banker Turkey and around 27400 visitors had visited the fair in four days.

**The fair is not only providing a promoting chance for trademarks but also provides a real business platform for many of them about increasing number of franchisee...**

Under the motto of; **"Choose your brand, start your own business"** 277 domestic and 23 foreign totally 300 trademarks exhibited on the fair for four days. By the way, some of them had found important investors and signed franchise agreements through the Be My Dealer exhibition network. As a result of, the fair created intensive and productive potential of visitor for the participants.

The exhibition, which brings all of the sectors under one roof, gathered Turkish brands and visitors coming from the Middle East, the Balkan States, USA, European Union and Turkic states. Furthermore, the group coming from Middle East had organized some important meetings with national brands and informed them about profile of franchisees, investment and franchise opportunities on the region for Turkish brands. Turkey is in the spotlight of the global brands, that have desire to give franchise, master-franchise, with its geographical position connecting Europe to Asia and Middle East.

**Different sectors become popular by various activities on the fair that attract attention of entrepreneurs each year.**



Companies from different sectors, that is the leading parts of the exhibition, such as; nourishment (café, confectionery, cake, fast food, restaurant), services, real estate, education, telecom and informatics, tableware, energy, textile and ready to wear, personal care and medical products, printing and publication, shoe, jewelry-accessories, education have engaged in serious meetings in order to increase their sale points with entrepreneurs who wish to become their own boss.

**This exhibition supported by KOSGEB. For detailed information; [www.kosgeb.gov.tr](http://www.kosgeb.gov.tr)**



Attention please! This is a commercial exhibition for the professionals. For this reason, there is an entrance limitation for the children who under the 16 years old. Thank you very much for your attention.

[www.be-mydealer.com](http://www.be-mydealer.com)





## OUR NEXT MEETING DATE 15-18 OCTOBER 2015

The exhibition will also leave its mark in 2015 for the franchise sector through new activities that have been carried out in parallel with the successes gained in 2014 and with new surprises that it will provide for the entrepreneurs and for the participants. 13th Edition of the "Be My Dealer? Franchising & Brand Dealership Trade Fair" organized by Mediaforce in conjunction with UFRAD (Turkish Franchise Association) will be organize on 15-18 October 2015 at the CNR Expo Center in Istanbul / TURKEY. The exhibition, that brings all of the sectors under one roof, will lead each of the national companies to be transformed over to international brands and provide opportunity for them to gain strength while hosting the international brands at the same time.

### For more points of sales...

One of the most important points of the exhibition is measureable success of organization for participators, which provides clear results for their yearly franchise missions and create new networks by signing pre-franchise agreements.



### 2015 European Franchise Federation Meeting will be organize in Istanbul ....

The next edition of the "Exchange of Experience Meeting" of European Franchise Federation (EFF) will be organized in Istanbul in the same time with 13. Be My Dealer Franchising & Brand Dealership Trade Fair. During the meeting, responsible franchise companies across the Europe will discuss popular conflicts and developments about franchising industry such as; franchising problems, industrial developments, solutions and legal approaches, and so on... In addition this, final report of the meeting will be released by a special seminar for the member of Turkish franchise industry on the fair.

### What are the advantages of the fair for your trademark?

- Create direct networking opportunity with potential investors,
- To establish a direct, more effective relationship with your potential franchisees,
- Creating national and international sales networks,
- For the high level investors and guests, participants can benefit from Buyers Lounge
- Free seminars that are providing useful information about system of franchising and dealership for participators-investors during the fair,
- Promoting opportunity for your trademark on; [www.bayimolurmusun.com](http://www.bayimolurmusun.com) / [bayilikhaberi.com](http://bayilikhaberi.com) websites,
- You are able to follow last news and developments about franchising industry direct...

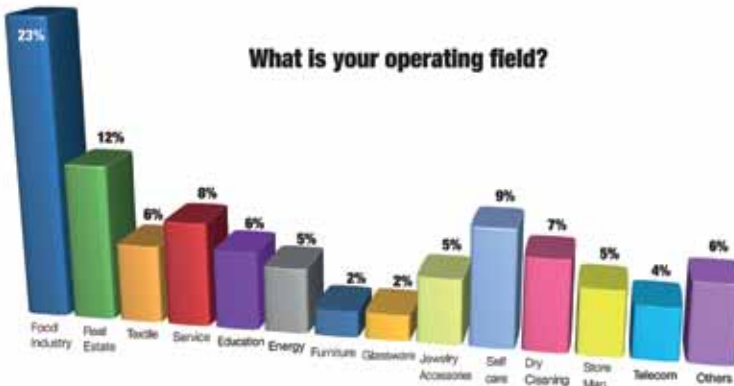
**\*\* For the more information about the franchising system, seminars from exhibition and last news about companies and their trademarks; [www.bayimolurmusun.com.tr](http://www.bayimolurmusun.com.tr) / [www.bayilikhaberi.com](http://www.bayilikhaberi.com)**





# SURVEY RESULTS OF THE EXHIBITORS

What is your operating field?



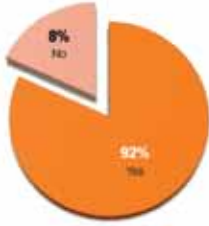
Would you like to participate the fair for the next year?



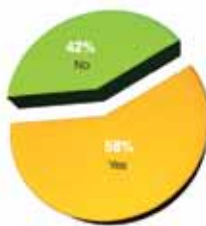
How did you benefit from the exhibition?



Did you meet your entrepreneur profile at the fair?



Have you ever attended Be My Dealer Exhibition before?

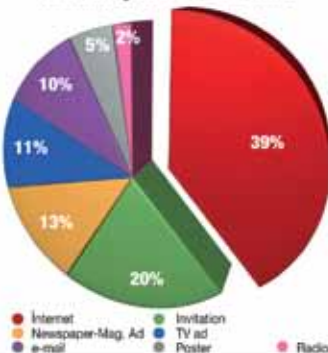


What is your purpose of participation?

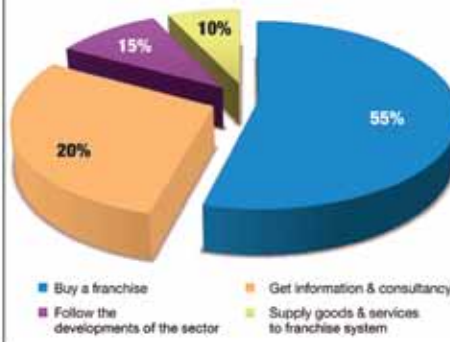


# SURVEY RESULTS OF THE VISITORS

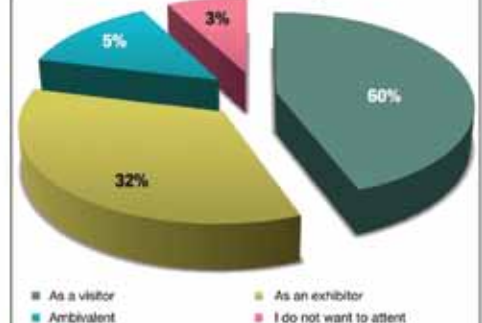
How did you hear the fair?



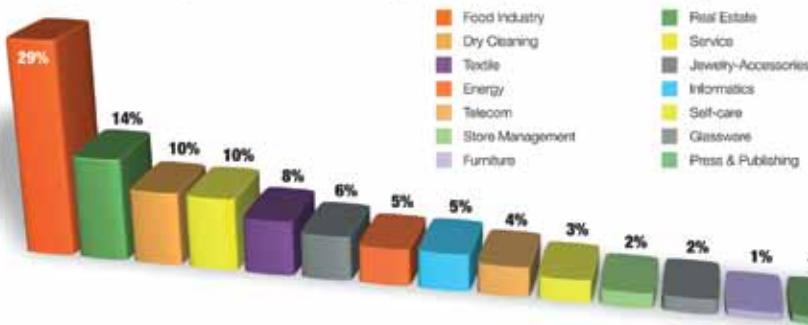
What is your purpose of visit?



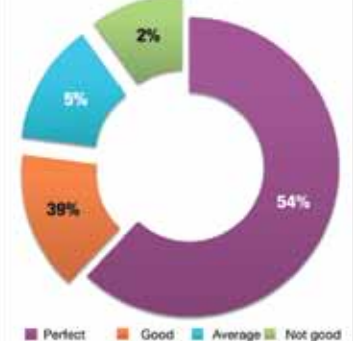
How would you like to attend Be My Dealer Exhibition for the next year?



What is your interested industry on Be My Dealer Franchising Fair?



Did the fair meet your expectations?



## Transportation

CNR International Fair and Convention Center, as located at an excellent point of Istanbul, close to the Atatürk Airport, is the most convenient Trade Fair Venue with numerous transportation and travel alternatives for exhibitors and visitors.

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# PARTICIPANTS' TESTIMONIALS FROM BE MY DEALER 2014



## DR. GÖKHAN TAŞ MAIN SPONSOR OF FAIR 2014 & RESPONSIBLE PERSON OF COLDWELL BANKER TURKEY

"We participated as the main sponsor of the Be My Dealer Exhibition which is the most important fair for the people, who want to start own business, this year. During the exhibition period, we had informed investors about our brand directly. As the world's first and largest real estate consulting firm our mission is; in the most prestigious office work with the most reputable real estate agents and perform to sale of the most valuable properties which we serve in the region. In addition this, the fair was very successful for us to achieve this mission. Great interest of visitors, which we have seen on the exhibition, showed us we are going to reach our aims in a short time in Turkey."



## AYÇA GÜR / MCDONALD'S MANAGER OF THE FRANCHISING

"We, as McDonald's Turkey, have been participating Be My Dealer Exhibition since 2012 and there is a great interest of people to our trademark. The fair, which is the largest and most comprehensive exhibition in the franchising industry, brought us together with significant number of interested investment about McDonald's and it gave us the opportunity to meet them face to face."



## HÜSEYİN GAZİ TORAMAN KOCATEPE KAHVE EVİ / OWNER OF THE COMPANY

"We, as Kocatepe 1949 Kahve Evi, have participated for the fourth time to the Be My Dealer Exhibition and each time we met great interest of people year by year. In this sense, we want to say thank you very much for all supports of Mediaforce Exhibition Company, UFRAD and KOSGEB. See you in 2015."



## ÖZGÜR ŞEF / FOUNDER OF DELİ KASAP

"At the Be My Dealer 2014, the number of visitors and interest of them were positive for us. We had faced with two types of visitors profile both some of them just looking the booths and some of them really looking for an investment opportunity. In addition this, most of the brands had their special booth designs that gave a good sense and different color to ambience of exhibition. Generally, we have satisfied from the Be My Dealer 2014."



## ROD HINDMARSH HOW2FRANCHISE CHAIRMAN OF THE BOARD

"There are many great opportunities in Turkish and Middle Eastern Markets for us. For the next year, we are able to participate Be My Dealer Expo with our client companies."



## MURAT GOLDSTAJN / REMAX RESPONSIBLE PERSON OF REMAX TURKEY

"This year 'Be My Dealer 2014' exhibition was very efficient for us and we have held more than 120 candidates of entrepreneur at our booth with their great interest. Actually, this year, profile of entrepreneurs and investors satisfied our expectations compared to other years. By the way, on this fair, we gave our first franchise office in the two new regions. Thank you very much for all Mediaforce team for this great exhibition."



## AFTER THE UFRAD SEMINARS İLHAN ERKAN / BOARD MEMBER OF UFRAD

"We met with our visitors on our seminars throughout four days. Our purpose is providing information on the academic stage and sharing experiences of experts for our visitors. For this purpose, professionals had shared their experiences about; development models of company, franchise agreements, operational and financial control processes, creating brands and national-international marketing strategies on the seminars. So, quality of event is increasing year by year."



## İMAD CHARAFEDDINE PRESIDENT / CHAIRMAN

"Generally, exhibition satisfied our expectations and we would like to underline that we are going to participate next exhibition on October 2015."



## ANWAR SELO BOARD MEMBER OF THE SEDAR

"During the Be My Dealer Exhibition, we had an opportunity to meet our potential investors from around of the world. In addition this, we had signed our first pre-contracts in the booth."



## BARİŞ MEMİŞ - LITTLE CAESARS BUSINESS DEVELOPMENT MANAGER

"This exhibition is very important for the trademarks, that want to expand by franchising system like us, and it provide us direct contact possibility with high potential investor, entrepreneur and franchisee candidates for our trademarks. Since the first day of the fair, we show close attention to organization and we have left from the fair more satisfied."



## FARUK GÜLLÜ / FARUK GÜLLÜOĞLU CHAIRMAN OF THE BOARD

"This year we had participated to Be My Dealer Exhibition second time and we satisfied great interest of people to our trademark, which is the mostly based on traditional products, and attracted native and foreign investors. Demands for our trademark are not only coming from İstanbul but also from other cities of Turkey and abroad by the way. In addition this, after the exhibition we started to negotiate applicants from our interested regions directly. So, Be My Dealer Exhibition is an important platform which is giving us an opportunity both we promote our trademark give a franchise and we want to expand with opening new outlets."



## GÖKHAN DURU / CHITIR CHICKEN GENERAL COORDINATOR

"At the fair, we got chance to explain our trademark and criteria of franchising nearly 137 interested people so that we had opportunity to explain our quality with entrepreneurs to entrepreneurs directly. We will take again our place in Be My Dealer 2015."



## TANER DÖNMEZ/ GÖÇMEN BÖREKÇİSİ GENERAL MANAGER

"Although it's our first time to participate Be My Dealer Exhibition, as Göçmen Börekçisi, we had very pleased from the fair. Besides, our purpose was promote name of our trademark; 'Göçmen Börekçisi' in İstanbul. During the fair, which we reflected our 40 square meters concepts on it, there were serious franchising demands of investors for our trademark. We want to say thank you for everybody who behind of this great organization."



## RONALD DUPRA / REEHAT AL ATOOR OPERATIONS COORDINATOR

"Interest of visitors to our trademarks and products extremely satisfied our expectations. In addition to giving the franchising, a lot of importer company interested with our products."



## ENİS KARSLIOĞLU / BIGGSHOP / CEO

"As BiggShop our participation for the Be My Dealer was a valuable process for us. The main purpose of our firm, that received nearly 200 serious franchising applications, is promoting Turkish Designs to around of the world and opens new BiggShop outlets with entrepreneurs in 81 city of Turkey."



## FATİH AVŞAR DRY CLEAN EXPRESS CHAIRMAN OF THE BOARD

"We had a very successful exhibition and met with potential investors. We think after this exhibition the number of our dealers, now we have currently 68 outlets, will increase."



## SERKAN SEÇKİNLİ / SEPAS ENERJİ DIRECTOR OF INDIVIDUAL CUSTOMERS

"Demand of franchising peaked on the Sepas Enerji booth. Each year a lot of national and international brands from energy industry are participating Be My Dealer exhibition and we had opportunity to explain our innovative solutions and tariff options, which we prepare it needs of people, to entrepreneurs and franchisee candidates. Interests of entrepreneurs were amazing for our trademark during the exhibition."



## AHMET POLAT / FOUNDER OF JAG CLUB

"First of all, as JAG Club family, we want to say thank you very much for all interested people with our trademark at the 12. Be My Dealer exhibition. We are very pleased with the great interest shown by investors and both the potential of visitors and quality of organization satisfied our expectations. Along with important cooperation, we think we are going to feel positive effects of the exhibition in the coming days. So, participating exhibition and being together with you was a pleasure for us."



## OSMAN YAŞAR / OSES ÇİĞ KÖFTE CHAIRMAN

"We can say the last edition of Be My Dealer was best fair and both the number of visitors and quality of them was very important for us. Interest of visitors who are coming from other cities of Turkey and abroad excited us. Moreover, we satisfied interest of media during the exhibition. As a result of, exhibition was very effective and positive for us."



## TANER İÇTEN GENERAL MANAGER OF KASAP DÖNER

"First of all, we want to say thank you very much for the great interest of investors to our trademark during the expo. In four days, we had hosted nearly five hundred potential franchisees at the fair and some of them really interested with our brand. This year, one thing drew our attention, that there was a visible increase on number of the exhibitors and investors from abroad and interest of them strikingly good."



## MURAT DEMİRHAN / MEAL BOX GENERAL MANAGER

"In 2014, we participated for the first time 'Be My Dealer Exhibition' which became very beneficial for developing franchising network of our trademarks. At the same time, the exhibition provided us a good networking and industrial meeting opportunity. We will be again there, Be My Dealer Exhibition, in 2015."



## VEYSEL ÇİMENÇİ / TESBİHANE

"Our trademark had got a great interest of visitors, who is coming from different cities and abroad. As a result of different concept understanding, we received positive opinions from visitors and started to negotiate with potential partners who can represent our trademark. By the way, we want to participate next editions of Be My Dealer Exhibition that our aim is to develop our trademark on retail industry."



## RİDVAN GÜR GÖNÜL / BOLULU HASAN USTA CHAIRMAN OF THE BOARD

"Be My Dealer 2014 was extremely efficient fair for our trademark. We are very pleased with the great interest shown by investors and both the potential of visitors and quality of organization satisfied our expectations. We will be happy together with you and be part of the exhibition next year."



WHERE  
IS YOUR  
BRAND?

