

DAY 1 | **WEDNESDAY, NOVEMBER 18, 2015**

IFCE Masterclass

09:00	Registration
10:00	Ribbon Cutting
10:30	<p>Opening Welcome Remarks by: HE Mohammed Helal Al Muhairi, Director General, Abu Dhabi Chamber, UAE Mr. Robert C. Cresanti, President and Chief Executive Officer, International Franchise Association, U.S. Mr. Albert Kong, Chairman, Franchising and Licensing Association (FLA), Singapore Mr. Italo Bussoli, Secretary General, European Franchise Federation (EFF), Italy Dr. Hatem Zaki, Board Member, Egyptian Franchise Development Association, Egypt</p>
11:00	Morning Refreshments and Introductions
11:30	<p>Development of Franchising in the World, with a Focus on Singapore Mr. Albert Kong CFE, CMC, Senior PMC ,Chairman/CEO, Asiawide Franchise Consultants Pte Ltd, Singapore</p>
12:00	<p>Preparation is Key: Steps to Ensure that You are On the Right Path to Franchise Successfully Dr. Hatem Zaki, Board Member, Egyptian Franchise Development Association (EFDA), Egypt</p>
12:30	<p>Finding the Right Franchise Fit For You Dr. John P. Hayes, Head of Business Admin Department, Gulf University for Science & Technology, Kuwait</p>
13:00	Lunch and Discussion
14:30	<p>Ensure that Your Business is Legally Supported: Documenting the Right Franchise Agreement Content and Obligations Mr. Ashraf El Motei, Managing Partner, Motel Associates Attorneys at Law, UAE</p>

Franchise Talk

15:00 -16:00	<p>Learning from the Pros Moderated by: John P. Hayes , Head of Business Admin Department, Gulf University for Science & Technology, Kuwait</p> <p>Mr. Robert C. Cresanti, President and Chief Executive Officer, International Franchise Association, U.S. Mr. Albert Kong, Chairman, Franchising and Licensing Association (FLA), Singapore Mr. Italo Bussoli, Secretary General, European Franchise Federation (EFF), Italy</p>
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DAY 2	THURSDAY, NOVEMBER 19, 2015
SMEs in Franchising	
10:00	Morning Coffee and Refreshments
10:30	Business Expansion and Brand Branding Dr. Abdel Rahim El Rayah Mahmoud , Corporate Development Consultant ADBWC, ADCCI, Abu Dhabi Chamber, UAE
11:00	Coaching SMEs: The Role of Consultancy & Training in Franchise Success Dr. John P. Hayes , Head of Business Admin Department, Gulf University for Science & Technology, Kuwait
11:30	International Franchise Expansion with Master Franchisees Mr. Rolf G. Kirst Franchise , Owner and Managing Director, Franchise Pool International, Germany
12:00	Franchise For SME's: Knowing the Fundamentals and Understanding the Disclosure Document Ms. Salma M. Al Mansoori , Head of Entrepreneurs Consultancy, Business Development Department, Abu Dhabi Chamber, UAE
12:30	Lunch and Business Networking
13:30	Innovation & Franchise Mr. Jassim AlBastaki , Founder, Café2Go, UAE
14:00	Success Stories and Forecasts on the Future of Franchises in the GCC Ms. Noor Al Tamimi , CEO, Dashing International Group, UAE Mr. Bader Kalouti , CEO, Laundry box, UAE Mr. Thamer Alfrhouti , Adma, KSA Eng. Abdullah Al-Kubaisi , Creator, Baid O Tomat, Qatar Mr. Hudhaifah Maimani , Owner, Passion Café, Oman Ali Abdullah Mubarak , Owner, Koshari Bites Company, Kuwait
16:00	Panel Discussion with IFCE Panel of Experts Mr. Hussain Janahi , Business Development & Partnership Councilor, Enterprise Initiative Center, Bahrain Chamber of Commerce & Industry, Bahrain Mr. Abdul Rahman Al Suwaidi , Executive Director of Strategy & Business Development, Qatar Development Bank, Qatar Mr. Mohammad Al Madani , CEO, Madani Group of Companies, UAE Mr. Abdullah M. Al-Dosari , CEO and Founder, T2, KSA Mr. Ahmed Salami Abdullah Al Honashi , Al Raffd Fund, Oman Moderated by: Mr. Jassim Al Bastaki , Founder, Café2Go, UAE
17:00	Farewell Networking and Refreshments

To register at the conference, please visit:

http://www.ifce-ad.com/conference_registration.php



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18th - 19th November 2015
ADNEC, Abu Dhabi أرض المعارض، أبوظبي