

Esteemed Members,

As the UFRAD Franchising Association,

Our Board of Directors, round table discussions, workshops, and activities are proceeding without pause. We are also sharing these initiatives with you through online notifications. Furthermore, our webinars and "Franchise World" programs are continuing. With your invaluable opinions and contributions, and leveraging all of our experience, we aim to serve our country with a forward-thinking approach. We will continue to innovate, conduct ongoing research, contribute to the information flow for you, our esteemed members and stakeholders, and facilitate knowledge sharing.

Ongoing communication with our members

We regularly share the challenges faced by you, our esteemed members, as well as your proposed solutions and UFRAD's views during our frequent Service Exporters' Association (HİB) meetings, presenting them to the Presidency and relevant ministries. You can always share your opinions via the link on our website: <https://ufrad.org/en/contact/>

Additionally, we proudly announce your successful efforts and inspiring success stories on every platform, highlighting the difference you make in the sector. We routinely continue our posts on all social media accounts to increase your brand awareness and showcase your achievements to wider audiences. Through these posts, our goal is to highlight your success and make you a source of inspiration across the industry.

To represent your brand in the most effective way, you are always welcome to regularly share your promotional videos, new branch opening videos, or related visual designs with us (info@ufrad.org.tr). These materials will help your brand reach wider audiences and represent you more strongly.

We look forward to receiving your content and are eager to take stronger steps together. Your success is our success.

UFRAD Webinars and Academy Educational Programs

Through our international representations and our membership in WFC, EFF, and APFC, we are actively engaged in global developments. We will continue to follow global franchise trends and developments via online interactions on the international stage.

With the webinar series we organize, we will continue to bring you, our esteemed members, together with industry experts in an online setting. We invite members who wish to participate as guests in our webinars to contact our communications coordinator.

OUR PRESIDENT, PROF. DR. MUSTAFA AYDIN'S COMPREHENSIVE EVALUATIONS OF THE FRANCHISE SYSTEM PUBLISHED IN MAGAZINES SUCH AS "KOLLEKT MAG," "MALL REPORT," AND "RETAIL TÜRKİYE."

The President of the UFRAD Franchising Association, Prof. Dr. Mustafa Aydın, discusses the global growth of the franchise sector and its impact on the economy in detail in the aforementioned magazines.

THE AUGUST UFRAD ROUND TABLE MEETING WAS HELD AT "BURSA KEBAB EVİ"

The UFRAD Franchising Association held its August round table meeting at Bursa Kebab Evi, hosted by Mr. Cem Helvacı, a member of the Board of Directors and the Chairman of Bursa Kebab Evi, located at Maslak 1453.

The agenda of the meeting included expectations and goals for the year 2024. Important decisions were made to ensure the sustainable growth of the sector and to strengthen franchise brands at both national and international levels. Through in-depth analyses of global franchising trends and local market dynamics, strategies were developed to best capitalize on future opportunities.

Members shared best practice examples and success stories within the industry, enhancing collective knowledge. Furthermore, a consensus was reached on the steps necessary for more effective representation of franchise brands in international markets.

At the end of the meeting, gratitude was expressed to Mr. Cem Helvacı for hosting and to all members who participated. It was stated that the decisions made would contribute to the development of the franchise sector and enable brands to establish a stronger presence on the global stage.

THE UFRAD BOARD OF DIRECTORS MEETING FOR AUGUST WAS HELD

UFRAD President Prof. Dr. Mustafa Aydın attended the UFRAD Board of Directors meeting held on August 12. During the meeting, the association's current and future activities were evaluated in detail. In this context, new membership processes were discussed within the framework of UFRAD's growth strategies, and strategic steps regarding potential members were deliberated.

Another important topic on the agenda was the organization of the Franchise Istanbul Expo 2025. A comprehensive strategic plan was developed to ensure the success of the expo and maximize its benefits for the sector. Board members emphasized that the expo presents a unique opportunity for Turkey's franchise brands to reach broader audiences on both national and international stages. Accordingly, it was decided to diligently continue the preparations for the expo and take the necessary steps to ensure that participating brands are represented in the best possible manner.

THE INTERNATIONAL CONGRESS OF TURKISH FRANCHISE ASSOCIATIONS WAS HELD IN KAZAKHSTAN

On May 22, 2024, the International Congress of Turkish Franchise Associations was held in Astana, the capital of Kazakhstan, in collaboration with the Central Asia Franchise Association and the National Chamber of Entrepreneurs of the Republic of Kazakhstan. As part of the congress, a round table meeting titled "Expectations and Opportunities for the Development of Franchising in the Turkish World" was organized. Mr. Süleyman Soysal, a member of the UFRAD Board of Directors, represented the UFRAD Franchising Association at the meeting.

The platform, which focused on the future of the franchise sector in the Turkish world and potential opportunities, facilitated interaction and information exchange among participants, allowing for an in-depth evaluation of collaboration opportunities within the industry.

THE TURKISH WORLD ECONOMY FORUM 2024 (TDEF) WAS HELD IN BAKU, THE CAPITAL OF AZERBAIJAN, ON MAY 2-3.

The event, organized by the Azerbaijan Franchise Association (AFA) and the Union of Azerbaijan Small and Medium-Sized Enterprises (KOBASKA), was designed to promote economic cooperation and integration in the region.

The Turkish World Economy Forum 2024 (TDEF) experienced significant attendance from countries in the Turkish world, including Turkey, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, Hungary, and the Turkish Republic of Northern Cyprus. Moreover, numerous investors and entrepreneurs from countries such as the UAE, Saudi Arabia, Kuwait, Japan, Qatar, Russia, and Egypt also participated in the forum.

The forum, which featured an inaugural speech by President Prof. Dr. Mustafa Aydın, focused on the region's economic cooperation and investment potential. Aydın's emphasis on strategic significance and the spirit of collaboration contributed to the successful advancement of the forum. TDEF was organized to assess the economic potential of the Turkish world, explore cooperation opportunities, and enhance regional economic integration. The forum offered participants the chance to explore new business and investment opportunities at both regional and global levels. Attendees were able to engage in interactive sessions, panels, and business meetings, providing opportunities to overcome barriers to regional development and collaborate on shared interests.

IMPORTANT COLLABORATION AT THE FRANCHISE ISTANBUL EXPO: MOU SIGNED WITH THE IRAN FRANCHISE ASSOCIATION

During the first day of the Franchise Istanbul Expo, one of the important meetings in the franchise industry, the UFRAD Franchising Association, Turkey's premier franchise organization, entered into a cooperation protocol with the Iran Franchise Association.

This partnership between the two countries is set to open new avenues in the franchise sector and enhance international collaboration. The protocol will ensure cooperation and information sharing among brands active in the Turkish and Iranian markets, thereby imparting significant momentum to the growth and strengthening of the franchising sectors in both nations on an international level.

ROUND TABLE MEETING WAS HELD WITH THE MALAYSIAN MINISTRY OF TRADE AND THE MALAYSIAN FRANCHISE ASSOCIATION

As part of the official visits of the Malaysian Ministry of Trade and the Malaysian Franchise Association, a meeting was held on Friday, October 27, hosted by Istanbul Aydın University, with the participation of UFRAD Franchising Association Board Members. The meeting provided information on the franchise system and franchise law in Turkey, during which the UFRAD Franchising Association represented its member brands.

INVESTORS AND BRANDS CAME TOGETHER AT THE FRANCHISE ISTANBUL EXPO SUPPORTED BY UFRAD

The Franchise Istanbul Expo, held at the TÜYAP Fair and Congress Center, opened its doors to investors on February 6, 2024. This event, the 32nd expo organized by UFRAD Franchising Association, was conducted in collaboration with TÜYAP, Turkey's leading trade fair organization. Approximately 1,000 investors and international franchise associations from Azerbaijan, Uzbekistan, Iran, and over 60 other countries gathered at the expo.

In his opening speech at the expo, UFRAD President Assoc. Prof. Dr. Mustafa Aydın emphasized the critical role of the franchising sector in the Turkish economy, stating, “This expo offers significant collaboration opportunities between investors and brands. The franchise system not only provides entrepreneurs with a low-risk business model but also enables brands to grow rapidly.”

The Franchise Istanbul Expo provided participants with the opportunity to discover new business prospects, keep up with the latest industry trends, and expand their international networks. The successful event once again highlighted the importance of the franchising sector in Turkey and worldwide.

FRANCHISE ISTANBUL EXPO WILL BE UNDER THE SAME ROOF AGAIN ON FEBRUARY 5-8, 2025!

The Franchise Istanbul Expo is a leading business event for franchise entrepreneurs and international investors in Turkey. It offers an opportunity to meet future franchise owners and business partners in line with brands' growth strategies. With over 200 local and international participants, Franchise Istanbul Expo is Turkey's premier franchise event, bringing together the entire franchise ecosystem under one roof and serving as a meeting point for entrepreneurs and franchise candidates.

Date: February 5-8, 2025

Location: Istanbul, Turkey

Venue: TÜYAP Fair and Congress Center