



franex

Egyptian Saudi International **FranchiseExpo** Cairo 2026



Egypt International Exhibition and
Convention Center - Hall 4
Fifth Settlement

Your brand.
A bigger stage.
A global future.

10 - 12 January
CAIRO - 2026



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Message from the Founder and Chairwoman Ms. Abeer Julaih

Egyptian Saudi International Franchise Exhibition- January 2026

growth of Saudi brands locally and internationally, within an ambitious and systematic vision.

The exhibition will also host the second edition of the International Franchise Award, celebrating innovative and high-performing brands in operations and expansion. The award ceremony will be held during the exhibition and attended by key stakeholders from the government and the private sector.

In conclusion, we warmly invite all brands—Egyptian, Saudi, and international—to be part of this landmark event and seize the growth, expansion, and networking opportunities it offers. Together, we shape a more prosperous future for franchising and entrepreneurship in the Arab world.

regional and international markets through development, qualification, and promotion services.

2. Marketing and exporting Saudi brands that have proven their competitive edge internationally as leading operational models worthy of expansion.

This event also represents a strategic partnership with Egypt's Micro, Small and Medium Enterprises Development Agency (MSMEDA), which will serve as the heart of the exhibition, offering tailored financing programs and unprecedented initiatives to support entrepreneurs in the franchising sector.

We are equally proud to partner with the Small and Medium Enterprises General Authority (Monsha'at) in Saudi Arabia, the regulatory and legislative body for franchising in the Kingdom, which plays a fundamental role in creating an enabling environment that accelerates the

Through our extensive experience in organizing franchise exhibitions and our numerous successes in local and international markets, the Egyptian Saudi International Franchise Exhibition in Cairo reflects our vision to support economic integration between the Kingdom of Saudi Arabia and the Arab Republic of Egypt. It aims to capitalize on the promising opportunities in the Egyptian market, one of the most attractive environments for investment and entrepreneurship in the region.

With our official presence in Egypt, we are committed to building an effective model that connects brands with investors, believing that franchising is one of the most powerful tools to empower entrepreneurs both locally and globally and to drive sustainable, innovation-based economic growth.

This event seeks to achieve two strategic objectives:

1. Empowering Egyptian brands to expand locally and enter

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OBJECTIVES

Outcomes



Exhibition Objectives

1. Empower Egyptian franchises and enhance their global presence.
2. Increase the contribution of franchising to Egyptian exports, particularly to Saudi, Gulf, and international markets.
3. Connect qualified brands with serious investors in a professional setting.
4. Open Saudi and Gulf markets to Egyptian brands.
5. Facilitate Gulf and international brands' entry into African markets through Egypt.
6. Strengthen the regulatory and legislative framework for franchising in Egypt.
7. Create partnership, acquisition, and financing opportunities between investors and promising ventures.
8. Enhance Egyptian-Saudi economic and trade cooperation in franchising, retail, and hospitality.
9. Identify and train local franchisees.
10. Exchange knowledge and best practices in franchising between Egypt and Saudi Arabia.
11. Attract local and foreign investments—especially Saudi—into Egypt's franchise sector.
12. Provide quality employment opportunities for Egyptian youth in franchising.

Expected Outcomes

- Tangible expansion of several brands in Egyptian and Gulf markets.
- Strategic partnerships between investors and operating or consulting entities.
- Launch of financing initiatives or investment funds to support franchising.
- Entrepreneurial empowerment through well-studied franchise opportunities.
- Recognition of franchising as a driver of economic development.
- Positioning Egypt as a regional hub for franchising in Africa and the Middle East.

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KPIs



%90+

satisfaction rate among participants

%40

Egyptian participation,

%40

Saudi

%20

international



150+

participating local and international brands

10,000+

specialized visitors, including investors and businesspeople

800+

meetings (**B2B**)

300+

investment opportunities across various sectors (franchising, acquisitions, partnerships)

12+

workshops and panel discussions

50+

franchise agreements or MoUs signed

40+

media outlets covering the event

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EGYPT...

THE GATEWAY TO AFRICA AND THE WORLD FOR FRANCHISING

Strategically located at the crossroads of three continents, Egypt stands out as a pivotal platform in the international franchise scene. Thanks to its geography, major trade agreements, and historical ties with African and Arab markets, Egypt is a magnet for global and regional brands and an ideal gateway to Africa, the Gulf, and Europe.

The franchise sector in Egypt has seen rapid growth in recent years, driven by a culture of entrepreneurship and a rising demand for well-established brand models. This has created fertile ground for franchise expansion, especially into Africa, where professional services and

quality products are increasingly in demand. Egypt's strong logistics links, strategic ports, and evolving legal framework make it a perfect launchpad into the continent.

The Egyptian-Saudi International Franchise Exhibition is a natural extension of this role, bringing together franchise pioneers and investors from Egypt, Saudi Arabia, the Arab world, Africa, and beyond under one roof. More than a showcase, the exhibition serves as a platform for partnership and economic integration, reinforcing Egypt's position as a bridge between East and West and a hub of opportunity.



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EGYPTIAN SAUDI INTERNATIONAL FRANCHISE EXHIBITION

A STRATEGIC PLATFORM FOR CROSS-BORDER ECONOMIC ALLIANCE

This exhibition embodies a distinctive economic and commercial alliance between Egypt and Saudi Arabia. It stands as one of the most significant initiatives aimed at enhancing cooperation in franchising, investment, and economic development on both regional and global levels.

The exhibition brings together local and international brands, investors, government agencies, legal and consultancy firms, and financiers. It is built upon a strategic vision to expand franchise networks, boost economic momentum, and support entrepreneurship in markets seeking new opportunities.

The exhibition's international dimension focuses on opening franchise channels into African, Arab, and global markets—positioning Egypt as the strategic launch point and Saudi Arabia as a powerful base for regional and global expansion.

It embodies a constructive Arab partnership that fosters knowledge transfer, localization of expertise, and the creation of new avenues for collaboration between brands and investors.



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ORGANIZER...

FRANCHISE INTERNATIONAL COMPANY A SUBSIDIARY OF NATIONAL FRANCHISES COMPANY

National Franchises is one of the most prominent entities specializing in brand development, franchise export, and organizing franchise exhibitions in Saudi Arabia and the Arab region.

Founded with an ambitious vision to turn franchising into an effective economic lever supporting entrepreneurship locally and globally, the company contributes to economic growth through sustainable investment opportunities.

Over the years, the company has organized major exhibitions in Riyadh, Dammam, and Muscat, represented Saudi brands in Paris and across the Gulf, and successfully exported operational franchise models

to new markets in collaboration with public and private partners.

It currently manages the “Franchise Market Exhibitions” ecosystem—a central platform connecting brand owners, investors, and support entities—offering development programs, marketing services, and international launches for Saudi and Arab brands.

The Egyptian-Saudi International Franchise Exhibition continues this journey, reflecting the company’s dedication to enhancing investment and commercial integration between Egypt and Saudi Arabia and promoting institutional franchising as a growth driver in both markets.



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OUR STRENGTHS



At the heart of the Egyptian-Saudi International Franchise Exhibition lies a set of key strengths that form the solid foundation of this distinguished event:

1. Extensive Experience in Organizing International Events

Backed by a team with years of experience in diverse markets across the Gulf, Africa, and East Asia, the exhibition benefits from professional execution and deep market insight.

2. Strategic Saudi Partnership

National Franchises Company adds unique value as a Saudi consulting partner, known for its excellence in brand development, franchise system

building, investor matchmaking, and specialized operational and financial consulting.

3. Strong and Influential Client Base

With a broad network of franchisors, franchisees, investors, and entrepreneurs from Saudi Arabia and the Gulf, the company enhances opportunities for real market engagement through the **exhibition**.

4. High-Impact Egyptian-Saudi Alliance

The exhibition is a strategic platform for investment and trade exchange, creating the perfect environment for partnerships and mutual expansion.

5. Effective Brand-Investor Matchmaking

Hundreds of B2B meetings are organized, offering direct channels of communication between brand owners and serious investors—creating real, well-studied opportunities.

Through this event, National Franchises reaffirms its commitment to transforming the franchise industry in the Arab world, unlocking brand potential, and bridging businesses with real markets, supported by strategic partners such as Monsha'at in Saudi Arabia and MSMEDA in Egypt.

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FUNDING SPONSOR

OFFICIAL SUPPORT DRIVING THE FUTURE OF FRANCHISING

The Egyptian-Saudi International Franchise Exhibition is built on strong partnerships with prominent governmental and investment entities that believe in the importance of franchising as a powerful economic driver, most notably:

The Strategic Partner Supporting the Egyptian Franchise Sector: MSMEDA

The Micro, Small and Medium Enterprises Development Agency is a pivotal government arm supporting entrepreneurship and franchising in Egypt. It offers:

- Tailored financing programs for entrepreneurs seeking franchise opportunities

- Legal and operational support for qualifying local brands
- Pilot projects to localize franchises across Egyptian governorates
- Partnerships with grant institutions and international financiers to scale franchise outreach

The agency also works in collaboration with local and international partners to build a comprehensive franchise system based on global best practices, tailored to the needs of the Egyptian market.

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FRANCHISE SYSTEM...

A NEW PHASE OF MATURITY AND GROWTH

Egypt is witnessing a structural shift in its franchising ecosystem, driven by legislative reforms and a growing understanding of franchising as a viable business model. In the coming phase, the sector will see:

- New laws to protect franchisors and franchisees
- Integration of franchising in Egypt's economic and entrepreneurship development strategies
- Promotion of local and foreign investment through proven franchise models



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OFFICIAL SAUDI PARTNER

SUPPORTING THE FRANCHISE SECTOR

The General Authority for Small and Medium Enterprises

The General Authority for Small and Medium Enterprises (Monsha'at) is a key enabler of the private sector in Saudi Arabia and a driver of franchise sector growth under Vision 2030. Monsha'at offers:

Monsha'at's Role in Supporting Franchising

- Funding and technical support for SMEs adopting franchising models
- Training programs to enhance the skills of entrepreneurs and franchise managers
- Market access initiatives through partnerships with public and private entities
- Promotion of innovation in franchise business models

Monsha'at and Franchise Markets

As a strategic partner in this exhibition, Monsha'at brings expertise and investment facilitation, helping:

- Attract more emerging Saudi brands
- Enable franchise partnerships between Saudi and Egyptian investors
- Strengthen collaboration between entrepreneurs and investors via joint programs



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PARTICIPATING SECTORS

DIVERSITY THAT MATCHES AMBITIONS
& INVESTMENT OPPORTUNITIES
BEYOND EXPECTATIONS

The exhibition includes leading brands from Egypt, Saudi Arabia, the Arab Gulf, and international markets, across various sectors such as:

- Restaurants & Cafés
- Fashion & Beauty
- Education & Training
- Retail
- Entertainment
- Logistics & Delivery
- Health & Wellness
- Technology & Smart Services

It also welcomes specialized consultants, legal firms, funding entities, and support institutions—creating a comprehensive platform for investment and expansion.

“The diversity of sectors reflects the depth and appeal of the investment opportunities.”

Participating Exhibitors

A Distinguished Presence of Top

Franchise Brands and Companies

The Egyptian-Saudi International Franchise Exhibition features an elite group of local and international exhibitors from across the economic spectrum. Their participation gives the event a professional and unique investment dimension.

The exhibition includes:

- Leading Brands

From Egypt, Saudi Arabia, the Gulf, and beyond—offering proven franchise models with solid operational experience and strong market presence.

- Franchise Development Companies

Delivering integrated solutions for brand qualification, operational manuals, and international franchise setup in line with global standards.

- Legal & Consulting Firms

Specializing in franchise contract drafting, franchisor-franchisee

relationship management, and strategic expansion planning.

- Investment & Financing Firms

Providing targeted financial programs for entrepreneurs and investors interested in acquiring successful franchise rights.

- Promising Emerging Brands

Featuring innovative concepts aiming to expand locally and internationally through the exhibition platform.

- Tech & Service Providers

Offering solutions for operations, POS systems, resource management, and smart apps for franchise management.

This variety reflects the maturing franchise industry in the region and gives visitors and investors a direct chance to discover projects, negotiate with franchisors, and launch their ventures



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INTERNATIONAL FRANCHISE AWARD

CELEBRATING EXCELLENCE
AND SUCCESS IN THE
FRANCHISE SECTOR

The Egyptian-Saudi International Franchise Exhibition concludes with a distinguished ceremony for the International Franchise Award, one of the region's most prominent honors in the franchise industry.

The Importance and Role of the Award:

- Recognizing the best-performing brands that have achieved outstanding success in developing and expanding franchise systems locally and globally.
- Celebrating innovation and operational excellence in franchise model design, reflecting the highest standards of quality and professionalism.
- Supporting emerging brands that have demonstrated scalability and growth potential, encouraging more entrepreneurs to adopt the franchise model.

- Enhancing competitiveness among companies in local and regional markets, contributing to the improvement of products and services offered to consumers.
- Building a strong professional network connecting franchisors, investors, and ecosystem enablers—opening new avenues for cooperation and investment.

The award ceremony serves as a unique media and marketing platform, showcasing achievements and highlighting success stories that inspire the business community and propel the franchise sector toward broader horizons.



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EXPORT HOUSES...

STRATEGIC PLATFORMS FOR CROSS-BORDER FRANCHISE EXPANSION

In alignment with trade integration goals between Egypt and Saudi Arabia, the Saudi and Egyptian Export Houses play a pivotal role in enabling national brands to reach new markets through franchising.

Their presence in the exhibition reinforces franchising as a smart export tool and builds strong cooperation channels between companies and investors under official sponsorship.

What is an Export House?

An entity that provides commercial, operational, and consulting services to help brands export their products, services, and

business models by:

- Offering technical and commercial guidance
- Connecting with suppliers and strategic partners
- Ensuring compliance with international standards
- Overcoming logistical and procedural challenges

Saudi Export House

Managed by the Saudi Export Development Authority, helping Saudi brands enter Egyptian and regional markets with the tools for readiness, marketing, and distribution.

Egyptian Export House

Operated by Egyptian government entities, supporting national brands to enter Gulf markets—especially Saudi Arabia—through structured guidance and export-friendly franchise programs.

Added Value at the Exhibition:

- Promoting export-ready brands via franchising
- Providing exhibitors with export readiness consultations
- Linking exhibitors to international investors and buyers
- Strengthening trade between Egypt and Saudi Arabia



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Organizers

FRNIG

Franchise International
Consulting Network

Consulting Partner



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National Franchises

Funding Sponsor



جهاز تنمية
المشروعات
MSMEDA
Micro, Small & Medium Enterprises Development Agency

Strategic partner



We don't just promise
a successful event—
we promise renewed
opportunities and lasting
partnerships.
By joining this exceptional
edition, you won't just
attend... you'll shape the
future.

**REGISTER
NOW**

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