



# INVITATION TO PARTICIPATE AND EXHIBIT

AT THE INTERNATIONAL FRANCHISE CONFERENCE AND FAIR "BRAND4BALTIC 2013"

Bridging international franchisors and investors from Lithuania, Latvia, Estonia and Belarus

November 27<sup>th</sup>, 2013  
Vilnius, Lithuania

November 29<sup>th</sup>, 2013  
Riga, Latvia



## SMART MOVE – EXPANDING YOUR FRANCHISE TO THE BALTICS

The Baltic countries (Lithuania, Latvia and Estonia) are known for their healthy economies. From 2000 to 2007 the Baltics were among the fastest growing economies in Europe.

After the financial crisis the Baltics show one of the fastest recovery rates in Europe.

In concert with the economy, franchising in the Baltic states also demonstrates rapid growth. More information on the Baltics' franchising attractiveness could be found [here](#).

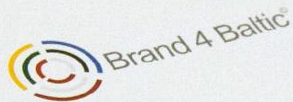
### GLOBAL FRANCHISE PARTNERS



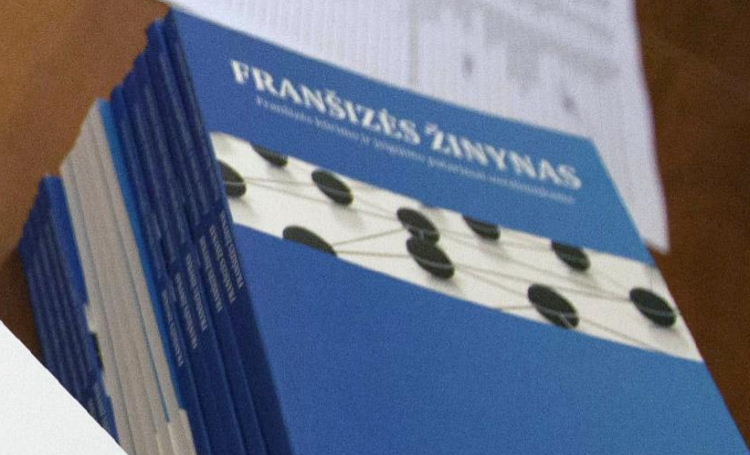
Mr. ALAN BRANCH  
Australia

*The "Brand4Baltic 2012" conference was well organized and had a near maximum attendance. I was impressed with the quality and knowledge of the speakers and the interest of national journalists in the event.*





„BRAND 4 BALTIC 2012“  
VILNIAUS FRANŠIZAVIMO DIENA



## “BRAND4BALTIC” – THE BEST WAY TO INTRODUCE A FRANCHISE TO BALTIC MARKETS

“Brand4Baltic” is one and only Annual International Franchise Conference and Fair in the Baltics that attracts famous international franchises as well as large audience of prospective franchisees.

“Brand4Baltic 2013” is an official event of Lithuanian presidency over EU Council as well as part of EU “SME week 2013”

MANUAL WRITERS  
INTERNATIONAL



Mrs. PENNY HOPKINSON  
United Kingdom

*“Brand4Baltic 2011” was a resounding success and an excellent opportunity for participants to find out about franchising in Lithuania and the opportunities open to them in this new, vibrant – and largely undiscovered – marketplace which is now firmly on the franchising map.*



EU2013.LT

[WWW.BRAND4BALTIC.COM](http://WWW.BRAND4BALTIC.COM)  
VILNIUS November 27<sup>th</sup>, 2013 | RIGA November 29<sup>th</sup>, 2013



## BEST KNOWN AMONG INVESTORS IN BALTICS

“Brand4Baltic” is one of the most popular niche business events in Lithuania.

More than 530 potential franchisees from Lithuania, Latvia and Belarus attended “Brand4Baltic” in 2011 and 2012. Around 50% were senior managers, ~25% business owners or self-employed.

More than 100 enquiries were submitted to the franchisors as a result of the event.

RE/MAX



Mr. NERIJUS LUNGYS  
Lithuania

*“Brand4Baltic” Conference and Fair has provided me with the right reasons for choosing franchise as the means for starting business as well as with the right partner for acquiring franchise from.*



## FOUR MARKETS, THREE DAYS, TWO CITIES, ONE NAME

“Brand4Baltic2013” advances for full integration of Lithuanian, Latvian, Estonian and Belarus markets by becoming single largest franchising event in the region.

This year the Franchise Conference and Fair takes place in two capitals – in Vilnius on 27<sup>th</sup> and in Riga on 29<sup>th</sup> of November.

Two days and two venues will create an unprecedented franchising buzz, bridging franchisors with the common market of more than 15.7 m customers.

THE INTERNATIONAL  
FRANCHISING CENTRE



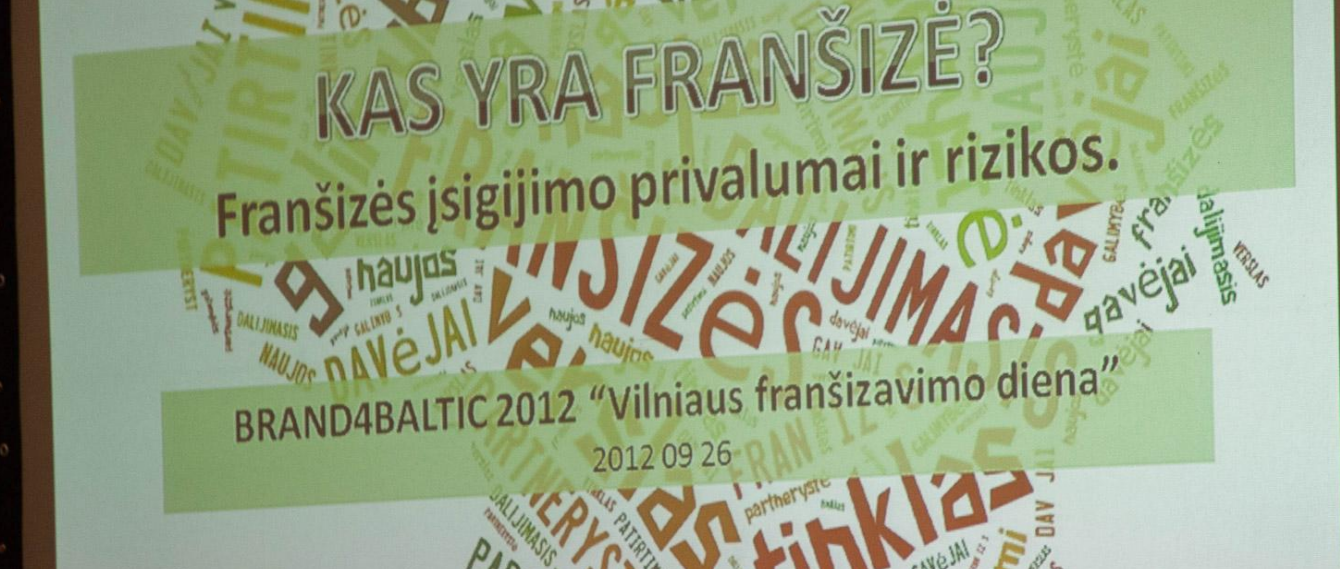
Mr. IAIN MARTIN  
United Kingdom

*Great organisation –  
good venue and friendly,  
efficient staff.*



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## FRANCHISING CONFERENCE AND FAIR UNDER ONE ROOF

The innovative “Brand4Baltic2013” concept creates exceptional value for visitors and exhibitors. Full day event is a smart combination of Franchise Conference and Fair.

International keynote speakers bring value-added content and business insights to the Franchise Conference.

The Franchise Fair provides a convenient venue for matchmaking between international franchisors and local investors looking for sound business opportunities.

### ADVANCED ADVICE



Mr. ILJA MALKIN  
Lithuania

*During the period 2008-2012, the number of international franchise brands in Lithuania increased from 40 to over 200. We predict that this trend is going to continue due to the rising interest in Baltic markets from major international franchise brands.*



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Brand 4 Baltic®

## THE BEST OFFER TO EXHIBITORS

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## BOOMING DEMAND AND HAND-PICKED INVESTORS

While visiting “Brand4Baltic 2013” you will not only exploit the Baltics’ booming demand for franchises, but also explore magnificence of modern and ancient cities of Vilnius and Riga.

“Brand4Baltic 2013” International Franchise Conference and Fair will be carried out in exclusive venues in the most prestigious and easily accessible districts of Vilnius and Riga. For more information on Vilnius click [here](#). For more information on Riga click [here](#).

With reference to the last years’ popularity of “Brand4Baltic” we expect more than 500 investors and prospective franchisees from Lithuania, Latvia, Estonia and Belarus to attend the Franchise Conference and Fair in 2013.





## TOP-NOTCH VENUES AND BUSINESSLIKE ENVIRONMENT

“Brand4Baltic 2013” first-class B2B event will be hosted in most prominent and prestigious venues in Vilnius and Riga:

- **“Crowne Plaza Vilnius”** on the 27<sup>th</sup> of November. The hotel lies few minutes away from the city centre and Vilnius Old Town. Excellent location and professional staff creates convenience for all visitors of the event. For more information on this venue click [here](#).
- **“Maritim Park Hotel Riga”** on the 29<sup>th</sup> of November. This park hotel and conference center is within a walking distance to Riga’s Old Town ensuring convenience and top-notch services of a German hotel chain. For more information on this venue click [here](#).



## OFFER FOR IAFP MEMBERS

Both Regular and Sponsor exhibitors are provided with these standard inclusive services:

- a. Exhibiting in Riga and Vilnius, 27<sup>th</sup> and 29<sup>th</sup> November;
- b. Transfer between venues in Riga and Vilnius, 28<sup>th</sup> November;
- c. Participation in one of the panels of franchise experts;
- d. Tea / coffee breaks and lunch during the whole event;
- e. A stand space (Standard or Sponsor);
- f. Construction of display booth;
- g. Franchise promotion pack (Standard or Premium one);
- h. 1-year promotion of the franchise via [www.franchisehub.eu](http://www.franchisehub.eu);
- i. Personal assistant / translator during the event



## YOUR INVESTMENT INTO NEW FRANCHISEES

### STANDARD package – 890Eur + VAT

- 3m<sup>2</sup> stand
- Present up to 5 brands in one stand

### SPONSOR package – 1690Eur + VAT

- 6m<sup>2</sup> stand
- Present up to 5 brands in one stand

AT YOUR SERVICE FOR ANY FURTHER QUESTIONS: Mr. Laurynas Čižauskas | [laurynas@aadvice.lt](mailto:laurynas@aadvice.lt) | Mob: +370 620 31717



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## COORDINATORS FOR LITHUANIA



Lithuanian Business Employers' Confederation



Lithuanian Franchising Center



Franchising Consultancy ADVANCED ADVICE

## COORDINATORS FOR BELARUS



Republican Confederation Of Entrepreneurship



Association of Franchisors and Franchisees

## COORDINATORS FOR LATVIA



University of Latvia

## PARTNERS

