

WHAT'S NEW WHAT'S NEXT
2011 SUMMIT ENTREPRENEURSHIP
 Fresh Ideas! New Opportunities!

Important Event: Franchise India 2011
Important Place: Hotel Ashok, New Delhi
Important Dates: December 2-3, 2011
Important Day: Friday & Saturday

Be There!

Exhibition

FRANCHISE INDIA 2011
 Distributorship, franchise & Licensing opportunities with over 300 Brands

Retailer 2011
 Retail Concepts, Retail Opportunities

SME
 Business Supply Expo for Entrepreneurs

FASHION FRANCHISE '11
 Encompassing Apparel, footwear & accessories Biz opportunities.

JEWELLERY FRANCHISE '11
 Expo for Jewellery & Watches Brands seeking partners

F&B
 Food & Beverage franchise concepts from India & abroad

INTERNATIONAL FRANCHISE '11
 For Global Brands giving Master/Regional India franchise

Retailer SUPPLY '11
 Retail Solutions Expo for Retailers

Marketplace India '11
 Malls and Retail realty Expo

Conference

2011 SUMMIT ENTREPRENEURSHIP
 Forum on starting, selecting, managing & growing a business

BRAND LICENSING
 Sharing Knowledge & opportunity in Indian licensing

Workshop

Franchise Knowledge Series
 Workshop on franchising your business

Retail Knowledge Series
 Workshop on Growing a retail store into a chain

Awards

FRANCHISE AWARDS '11
 9th India's Topmost awards in Franchising.

Star Retailer Awards '11
 6th Awards for excellence in Indian Retailing

YES! I would like to have more information about concurrent zones.

- Exhibit at the show
- Visit the exhibition
- Attend the conference
- Become a sponsor
- Participate in awards
- Speak at the conference

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 Empowering Change Since 1999

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13th Year of Success in Franchising



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IT'S ALL THERE IN FRANCHISE INDIA 2011



transform your business

Asia's Biggest Franchise, Retail, Licensing & Entrepreneurship Show

FRANCHISE INDIA 2011
 9th International Franchise and Retail Show
 EXHIBITION | CONFERENCE | AWARDS

WHAT'S NEW WHAT'S NEXT
2011 SUMMIT ENTREPRENEURSHIP
 Fresh Ideas! New Opportunities!

DECEMBER 2-3, 2011, HOTELASHOK, NEW DELHI, INDIA

PRESTIGIOUS
BRANDS,
PREMIUM
INVESTORS,
REAL ADVISE,
ONE FORUM



FOR TWO thought-provoking **DAYS** you get to discuss the latest thinking with various industry leaders to devise business development plans as you share real life examples of what you can utilize in your own business operations in addition to best practices in technologies and legal arenas.



UPDATED ANALYSIS ON TRENDS and development will help you unlock greatest opportunities in today's challenging trading environment as it opens new business avenues in products or services to explore premium distribution and franchise agreements with Indian and International companies.



CONFERENCE IS THE OPPORTUNITY to interact with the industry's leaders, both on and off the stage. Inside the forum you get the opportunity to pose questions and express your views that your involvement stretches further with brand custodians as you continue discussions over coffee breaks and networking receptions.



BEHIND EVERY SUCCESSFUL business there is sound planning, identification of finances needed, training, and clear expectation on when you start making money. The conference will involve in-depth examinations to help raise awareness of franchising and develop an individual's ability to effectively evaluate themselves as well as franchise opportunities with relevant case studies.

It's an opportunity for you to connect with the country's best and brightest minds to explore how to fuel the growth of your business. The conference brings together the speakers that are the best breed of entrepreneurs, innovators, venture capitalists, business model creators, consultants, policy-makers, academicians, support groups, business coaches and business practitioners to present and discuss innovation and success under the aegis of entrepreneurship for Small and Medium Businesses as they recount their learning and experiences, share their insights and practices that have enriched their ventures.



**From the
editor in chief**

**"A journey of a thousand miles
begins with a single step"** LAO-TZU

Entrepreneurship and therefore "the entrepreneur", is at the core of what makes an enterprise succeed, whether you call it an entrepreneurial firm, a small business, a family business, a home-based business, or a new business.

In today's time, there is a growing realization that new businesses or existing businesses in growth phase can be built on a radically different approach not just cheaper or faster but potentially with a greater probability of success. Whether the Idea is original, borrowed, or bought, this success can still be well accomplished through focus and innovation.

The conference will provide an enlightening perspective on the business of being an entrepreneur, being enterprising, spotting and seizing opportunities. The Summit will look into the most crucial question in starting a business, which is also by far the hardest to answer. What business?

There's a huge jump between seeing the possibility of a unique business and creating it. I invite you to take your first business step with us.

REALISE THE
GREAT INDIAN DREAM

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200+ global experts
5 concurrent conferences
1000+ delegates
500+ business ideas
24 idea starter sessions
One summit

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START A NEW BUSINESS IN 2011

Becoming an entrepreneur is all about taking decisions after weighing the answers to:

The IDEA is the heart of any business through all stages. The road between seeing the possibility of a unique business and creating it lies the journey of an entrepreneur.

- How small is a small idea?
- The Business Plan and Planning
- To be or not to be a franchisee
- Converting Policy Into Opportunity;
- Process of Releasing and disseminating control for Small & Medium Businesses
- Turning your problem employees into solution providers
- Maximizing assets & minimizing liabilities
- Protecting Your Business and Personal Assets;
- Turning a small business into an international outfit

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About the conference

A typical progression for a startup
 The Conference is "the gold standard" of entrepreneurship for startups and small and medium businesses. The conference touches upon the different stages that a start-up will entail in its journey from inception to growth. Stage one is about start-up and commencement. Stage two is a period of growth. Stage three is the unfortunate setback that every venture will pass through. Stage four calls for innovation. The fifth and final stage is a transition from an entrepreneur to an enterprise.

ASIA'S BIGGEST FRANCHISE, RETAIL, LICENSING & ENTREPRENEURSHIP SHOW



Conference Agenda

How to start smart and scale hard!

Insights into the Indian eco-system: business ideas, vision, opportunities, challenges, markets and growth, competition, entrepreneurial mindset and investment scenario

START UP ACCELERATOR

Think big! Start smart!

Startup track could be your key to a successful startup. Whether you are getting launch-ready, getting a closer look at the competition will get an idea at what's out there and will prepare you for your big venture as it is designed to unite those interested in it and what it takes to succeed in building a startup while focusing on helping entrepreneurs to advance their knowledge, network, and skills to advance forward towards their goals and dreams for starting their own businesses.



Creating a business plan

Ideas are a Dime in a Dozen. The session clarifies How viable is your Killer business idea, what it will achieve and, crucially, mapping, in a clear, succinct document, how it will get there.

Push your Limits! Follow your Passion!

Buying a Business Vs Starting up

Teaming up @Startup

Business partner relationships are often compared to marriage - and not without reason. Entering into a business partnership is no small commitment.

Co-Founders: Where to Find Them, How to Buy Them

How to start a family business and get it right

Is buying a franchise for me?

Your first structures- Legal, Organizational & Funding

A business' legal structure determines who makes the management decisions, how much tax you'll pay, what records you need to keep, who has financial liability for the business and how you raise money. Company formats and business structures

How to register your company and protect its IP

BUSINESS MANAGEMENT & GROWTH TRACK

There is no Walking! Running a business is like running a marathon

From venturing alternative finance to tapping into new markets, there is a growth strategy for every business phase. As business increases it is important to tighten up operations and get everything smarter, cleaner and more efficient.

Raising a ton: the Hard Truth of Raising Finance

Business profits may not be enough to cope with the financial commitments of growing a business and that's where growth finance will figure in your "To Do" List :

• Angel Loans vs. Preferred Shares

• Debt finance

Marketing 101: Getting your business message out

Localize. Socialize. Mobilize

Start-Up PR: How to Get It, How to Capitalize On It

Talent Recruitment

How & where to find and identify excellent startup staff

Supercharging Engagement: Investing in your brand ambassadors

Handling a fast moving Business: Slow Down and Speed up

When your business is performing well, it's all too easy to ignore the underlying issues that can create difficulties in the years to come.

• Measuring your Business performance

• Why focusing on core business helps

• Managing your finances & Risks: Juggling Growth with consolidation

Technology 2.0

Companies of all sizes need to better appreciate that how they manage business technology directly impacts their overall competitiveness because it supports all dealings with customers and employees

Changing existing systems, processes, roles with the IT function

case studies of enterprises and the change they created and identify involvement opportunities in this field.

WHEN THE ROOM IS TOO SMALL FOR YOUR BOSS AND YOUR EGO. QUIT.

Quitters.in is a social movement initiated by Franchise India.

Quitting is a desire. It is an attitude. Most important it is the moment that changes our life.

Quitters.in is a project to start a million Entrepreneurial journeys. It is inspired by a simple ideology - if you don't like it, Quit It!

Quitters Inc does not have to do with shirking responsibility. It is about quitting the things that keep us away from our dreams and the things we love to do.

Be a quitter. Be the change. Take charge of life.



An initiative by

FRANCHISE INDIA

Empowering Change Since 1999

Choose or be chosen



Starting a business is easy. You just register a business and you are in business. But is that business sustainable? Is that business suitable for you? There are many business opportunities out there but which one to take? How do you know which one is better for you? How do you avoid burning out in your business? The session will help you ensure you have the in-depth and detailed information you need to complete your entire business research process safely and effectively ensuring profitability, success, and longevity of the business opportunity.

Plan Your Plan – Assess Your Business

A fundamental factor in the success of a small business is that you match yourself closely with the line of business. If the risk, pressures & activities of the business are not a good match for you personally, then it will be very difficult to succeed. When choosing the right business opportunity the three crucial decisions that need to be taken are:

- What type of business would it be?
- Whether the ROI is worth taking up the opportunity &
- How to proceed with the new opportunity.

Where To Put Your Money?

Businesses and consumers are now unleashing their pent-up demands, so what are they spending their money on? Unleash Business Ideas for products and services just waiting to be turned into small businesses! Discover if they have a common thread or is it a totally random phenomenon?

Choosing the right business opportunity can be a daunting task due to the range and number of options available. The sessions will be giving outlines on various business opportunities that can be evaluated for viability considering the industry, potential customers, and the competition, Design, operational, and marketing plans.

- Business Opportunities in Retail Sector
- Business Opportunities in Services Sector

F&B BUSINESS – RECIPE FOR SUCCESS



- Food and Beverage (F&B) franchises is the first choice of over 45% potential business investors
- Specialization will become a primary factor fueling restaurant industry growth
- The New Age Food industry leaders will be determined by business and marketing strategies, entrepreneurial spirit, and innovation in cuisine, service & technology

INDIA INC HIGH ON HEALTHCARE BUSINESS



- Self-care, DIY healthcare trends, back-to-basics fitness and Lifestyle Change 2.0 trends make health and wellness businesses new health information curators
- Consumers don't want to buy 'exercise' or 'nutrition' or 'diets.' They want to buy solutions for problems.
- Medical Spa most upcoming Business opportunity as Indian health care progresses from treatment to wellness

SPECIALTY RETAIL WINNERS



- Statistics confirm Department stores have lost their dominant position to specialty chains/ stores
- 500 Sqft Vs. 5000 sqft: Franchising is the champion of niche small business expansion used by 40% specialty retailers in India across all sectors
- Training & support, group purchasing power, advertising clout, & brand strength gives specialty chains advantage over small-owner operations.

FASHION RETAIL APPEALS ALL



- Young Indian consumers motivated by value-driven on-trend fashion
- Fast Fashion is the new retail model. Attraction for high-end designer logos fading
- The combination of in-store and online shopping, presents number of new opportunities for retailers

EDUCATION EXTENDED: OPPORTUNITIES GALORE



- Of 1200 franchisees in India, approximately, 32 per cent are in the education sector.
- Education is the second largest household expenditure after food.
- Non-traditional model for elementary and secondary level education becoming extremely popular autonomously & in blend with traditional education
- India's education policy has missed on taking advantage of technological revolution in education

SERVICE SECTOR SERVES UP STRONG GROWTH



- India's growth being led by the services sector contributing approx 52.7% to National Income
- Dominant services witnessing double digit growth in last decade: Social and personal services, community insurance, financing, business services, and real estate.
- Indians are shifting consumption pattern to comforts, luxuries and better services rather than sticking to necessities.

IT'S ONLY WHEN YOU
QUIT SOMETHING
THAT SLOWS YOU DOWN

WILL YOU
START SOMETHING
THAT PICKS UP PACE?



JOIN THE REVOLUTION
WWW.QUITTERS.IN

Conference cache

HOW TO MAXIMISE THESE 16 HOURS AT THE CONFERENCE TO DISCOVER ENTREPRENEURSHIP
LEARN FROM OVER 150 EXPERTS & KNOWLEDGE BASE OF OVER 2000 KNOWLEDGE YEARS

WHO MUST ATTEND

The Entrepreneurship Summit is a place where like-minded & entrepreneurially driven individuals who gather together to identify opportunities and create the foundation for potent SMB owners. This event is a must attend for entrepreneurs looking to jumpstart their ideas.

- Local business owners,
- Aspiring entrepreneurs
- Future & Recent graduates
- Entrepreneurs leading start-ups, fast growing ventures & spinouts
- Potential franchisees investing in Franchise/Retail System
- Franchisors/ Licensors/ Franchisees/ Licensees/ Licensing Agents
- Founders, CEOs, COOs, Presidents & other key senior staff of franchise & retail systems
- Emerging franchisors
- Entrepreneurs and Emerging franchisors looking to franchise their business
- Chain store operators seeking alternative distribution and re-organization methods
- Franchise consultants or suppliers
- Retail Business Owners who need new ideas and want to streamline their operations
- Product manufacturer companies foraying or already in Retailing
- Professional firms, architects, landscape and urban designers
- Banks and other sources of development funding
- Manufacturers looking for licenses or franchise systems to enhance their products
- Retail Suppliers from Real Estate & Technology
- Venture Capitalists and Angel Investors
- Professional from consulting, law, accounting, etc.

HOW TO MAXIMISE YOUR CONFERENCE TAKEAWAY?

With over 2000 combined knowledge years of 150 eminent experts packed in 16 hours of superior learning, rest assured, your conference folders will not sit gathering dust under the desk. To make sustainable impact to the business bottom line remember to do the following to maximize your takeaway from the conference:

- Take a while to thoroughly review the conference guide to learn about the important sessions in conference whose goals match to yours.
- Choose two or three sessions for each time slot. That way, if one session is full when you get there, you still have a workable plan. Don't be afraid to attend a session or two in an area(s) that is new to you as it will give you a perspective which you might have not reflected upon otherwise.
- Always check bulletin boards for last-minute additions and changes to the convention schedule.
- If you can't get to a session you would like to attend -- because of time constraints or a conflict -- see if you can stop by that session and get the handouts that related to it.
- At each presentation, make notes about practical ideas you don't want to forget and also ask the conference help desk if they can provide you hand-outs or CDs for the session.
- Help event organizers to improve by completing evaluation forms when they are provided.
- Networking is one of the most important advantages of attending a conference, so seek out colleagues. Get to the session of your interest early and introduce yourself to the people sitting near you. Ask for their business cards, and give them yours.
- Make it a point to visit the exhibition hall where companies are showcasing their opportunities. If that is a priority for you, don't attempt to see all the exhibits in one day. Make several short trips. Use the program guide to select and find specific exhibitors.

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Participate to learn,
More you learn, more you ask questions
More you ask questions, more you get solutions
More solutions gets you more success in your enterprise

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Be There!



Key speakers include



Tony White
Regional General Manager, Gloria Jean's Coffee

As Regional GM in Gloria Jean's Coffee's Tony represents one of the fastest growing franchise brands in the world. Tony has been instrumental in the development of the brand across 23 countries in the past 5 years. Tony leads a team that has responsibility for brand representation, master franchise recruitment and new market entry strategies. Tony has been actively involved with 11 Asian markets and recently has taken over responsibility for the development of the brand in the Middle East and Africa where he supports 12 master franchise partners to develop the brand in their market. Tony has lived in India for 8 years and during this time has developed an excellent understanding of the Indian entrepreneur and the needs of the market. Tony has a passion for SME entrepreneurs and is a firm believer in the franchise model for business growth.



Dawn Stallwood, LLB (Hons) leads Danetree Associates, a commercial consultancy based in London providing commercial counsel and strategic advice for clients in US, India, Australia and Hong Kong. Dawn is a business angel investor and holds a number of non-executive directorships. Dawn and team work with boards of directors, family owners, PLC's, MBO teams and private equity. Danetree's work with enterprising and ambitious businesses in Aviation, Hospitality, Retail, Leisure (including Fast Food), Travel, Publishing, Social Media and Healthcare Technology brings Dawn to India regularly. Dawn provides insight and a no-nonsense approach to clients wishing to develop, scale their growth or secure investment, through franchising. Danetree wants to work with Indian clients, with strong management teams and ambitions.



Paulo C Mauro
President, Global Franchise Net

Paulo C. Mauro, is one of the pioneers of the franchising in South America. Started in 1987 through his franchise consulting company PCM FRANCHISE, Paulo has developed more than 200 successful franchise systems in Brazil, some of them actually with more than 500 units in several countries. PCM FRANCHISE had the name changed to GLOBAL FRANCHISE in the year 2000. Paulo C. Mauro has published the books, "The Franchisor's Guide" in Brazil, "The Franchisee's Guide" also in Brazil and "Be your Own Boss Through Franchising" in Argentina. His former roles have included President of the Brazilian Franchise Council of the Franchise Chamber of the Brazilian Government, International Director of the Brazilian Franchise Association-ABF.

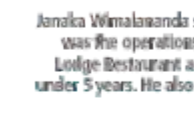


Mr. Federico Fiorentini is currently the Managing Director of BRD Consulting. Mr. Fiorentini has a career span of over 28 years of activity in the franchising, Retail, Large Scale Distribution and Organized Distribution sector, with a career developing at both the managerial and operational levels. His list of activities include development of national and international plans, developing and managing sales networks, and finance, market trends, opening more than 600 shops, retail centers, supermarkets, hypermarkets, providing technical lead to project teams, reviewing and coordinating shop drawings and developing and maintaining commercial relationships. He is also University Teacher at International Retail Manager, Europa University - Rome.



Tony Fitzpatrick
Managing Partner, Franchise Your Business

Tony is the managing partner with Franchise Your Business, who provide a complete consultancy service for both start up and established franchisors. The firm has offices in London and Dublin. With many years' experience in growing businesses through franchising, Tony can take a client through the entire process. He advises on everything from franchise agreements to fees and royalties, operations manuals, lead generation, PR and more. He is a member of the Executive Board of the Irish Franchise Association and also serves on the Association's Membership Committee. He speaks at seminars for would-be franchisors and writes articles on the industry for newspapers and magazines.



Janaka Wimalawanda started hospitality career in Yokohama at World Expo, Japan - 1989, having worked at Osaka World Expo, Japan - 1998 as Outlet Manager. He was the operations manager at first ever Court Lodge Restaurant in Kobe, Japan - 1991 and directly involved in setting up the restaurant. He set up second Court Lodge Restaurant as Operations Manager - Tokyo 1992 and was responsible in setting up 5 more Restaurants in Japan under Court Lodge brand within a period of under 5 years. He also worked as Executive Director - Ceylon Company Group before founding Goldblock (pvt) Ltd, and launching Loon Tao, Chinese Seafood Specialty Restaurant in 2008.



Tarek Gineina
Franchise & Marketing Director, Madas Retail Group

Tarek is the Franchise & Marketing Director at Club Alda & Madas Retail Group and Franchise Partner at Jumeilah. He is also Business Partner at Franchise Business Development & Project management, IDS - City Stars Capital 8, floor 9, office 91. Earlier he was franchise consultant at Testa Rossa Cafe and Business Partner - Executive Manager at Foodmax Egypt - Intrafood for Restaurants. He was also Corporate Coordinator at Mobini - ECMS. Tarek hastaken his higher education from East Carolina University - College of Business and The American University in Cairo Corporate.



Severin heads the Franchising Department at Advanced Franchise consulting company (www.afranchise.ie). His former roles have included - Director of Lithuanian Franchise Center non-profit organization responsible for development of franchising in the region (www.franchisecenter.lt) amongst others. He is also the Co-author of "Franchise Basics Manual", the first book about franchising written in Lithuanian language.

Other Confirmed Speakers Tony Melham - Chairman Franchise Council of Australia National Franchise Forum, Australia
Tony Maddock - Managing Director Solutions Franchising Group, Australia
Steve Morris - Alloy Wheel Repair Specialists International, USA
Charles Wong - CEO People Impact International Inc., Hong Kong
Michael Kopittke - Director ISBS Consulting, Australia
and many more.

Special Guest of Honour

Mana Al Suwaidi, Commercial Attaché of the UAE to India, Ministry of Foreign Trade, Embassy of UAE - New Delhi.

Mana Al Suwaidi is a young, dynamic UAE national with over 10 years of experience in the fields of senior management, event management, public relations, research & development, marketing, international business and technical areas. In his current position as the Commercial Attaché of the UAE to India, Mana Al Suwaidi has the responsibility of furthering trade between the UAE and India, a job he is well suited to handle, as he has had long-standing business relations with non-resident Indians (NRIs) as a UAE-based entrepreneur. With experience spanning the government sector and the private sector, Mana belongs to the young breed of Emiratis who are comfortable in dealing with people of different nationalities and communicating with ease with audiences of all communities.



Dawn Stallwood
Danetree Associates



Federico Fiorentini
Managing Director, BRD Consulting



Janaka Wimalawanda
Managing Director, Loon Tao



Severin Zhilinskis
Head - Franchising, Advanced Franchise

