



# PROFILE OF THE FIRST INTERNATIONAL FLOATING FRANCHISE EXHIBITION

**Exhibition Name:** First Floating International Franchise Exhibition

**Location:** Aboard the luxury cruise ship "Aroya Cruise", Jeddah, Saudi Arabia

**Exhibition Dates and Times:** May 5, 2025, from 15:00 to May 8, 2025, until 10:00

**Organizer:** Saudi Chambers Federation

**Operator:** Mawakib Agency

**Exhibition Category:** Franchise

## Exhibition Objective:

The First Floating International Franchise Exhibition aims to support Saudi brands and enable them to expand locally and internationally. Through this event, we seek to raise awareness of the franchise sector, provide a platform for showcasing investment opportunities, and build bridges of cooperation between emerging and established brands.





## Exhibition Description:

The First Floating International Franchise Exhibition is a unique event, taking place as a cruise aboard the luxurious "Aroya Cruise" ship. This exhibition brings together entrepreneurs, investors, and both local and global brands to enhance growth and innovation opportunities in the franchise sector. Join us on this exceptional maritime journey that combines business, investment, and tourism.

### Targeted Activities:

- Commercial and consulting services
- Advertising and media services
- Technology and information technology
- Manufacturing
- Solar energy and energy conservation

### Main Sectors:

- Food and Beverages
- Health and Beauty
- Fashion and Apparel
- Education
- Entertainment
- Travel and Tourism

### Other Sectors:

- Retail
- Real Estate
- Furniture and Home Accessories
- Maintenance

## Target Audience:

- Franchise owners looking to expand their brands.
- Investors seeking new investment opportunities in the franchise market.
- Entrepreneurs and individuals interested in developing their business ventures.
- General public interested in the franchise industry.

## Role of the National Franchise Committee:

The National Franchise Committee, under the patronage of the Saudi Chambers Federation, plays a pivotal role in enhancing the franchise sector in the Kingdom. It works to support Saudi brands in expanding globally and facilitate the entry of international brands into the local market, as well as ease investment opportunities.

## Introduction to the National Committee Members:

The National Franchise Committee consists of a select group of experts and specialists in the franchise sector. You can learn about the members of the committee and their extensive experience in the field, as well as contact information for inquiries.

## Discover the Available Sponsorship Packages:

We offer various sponsorship packages that provide your brand with the opportunity to stand out during the event. These packages include a dedicated exhibition booth, advertisements aboard the ship, participation in discussion sessions, and opportunities for networking with investors and other brands.







## Premium Sponsorship Packages

### Platinum Sponsor

**SAR 150,000**

VAT not included

#### Benefits:

- 3 international invitations for investors/business partners, including airfare, accommodation, and full event access.
- Sponsor logo featured on all marketing and promotional materials.
- Private booth on board to showcase products/services.
- Promotional video displayed in the main event hall.
- Sponsor name mentioned in selected press releases and media coverage.
- Promotional materials included in attendee welcome kits.
- VIP suite accommodation for 4 guests.
- Option to invite additional guests at SAR 6,000 per person.
- Extensive digital and media coverage (reach: 50 million).
- Full-board cruise stay (breakfast, lunch, dinner).



### Gold Sponsor

**SAR 100,000**

VAT not included

#### Benefits:

- 2 international invitations for investors/business partners, including airfare, accommodation, and full event access.
- Sponsor logo on all major promotional materials.
- Sponsor mentioned in selected press and media coverage.
- Promotional materials included in attendee welcome kits.
- VIP accommodation in two private cabins for 4 guests.
- Option to invite additional guests at SAR 5,000 per person.
- Wide digital and media exposure (reach: 30 million).
- Full-board cruise stay (breakfast, lunch, dinner).







## Premium Sponsorship Packages

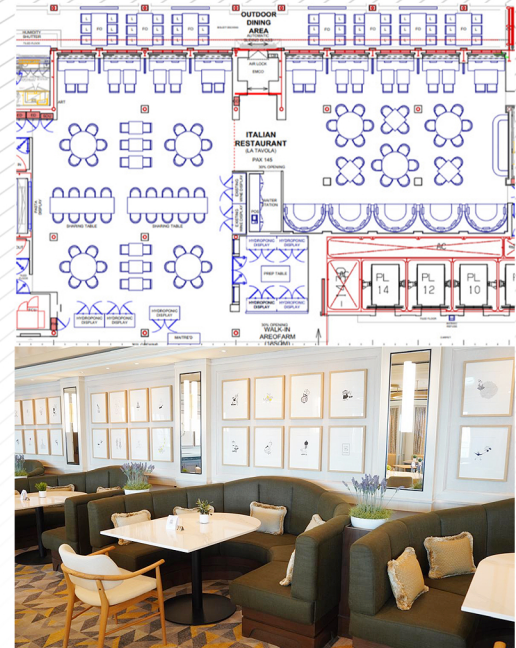
### Silver Sponsor

**SAR 50,000**

VAT not included

#### Benefits:

- 1 international invitation for an investor/business partner, including airfare, accommodation, and event access.
- Sponsor logo featured in promotional materials.
- Dedicated display space for promotional materials.
- Brand mentions in selected media content.
- Invitations to attend all exhibition events.
- Add-on guest option at SAR 5,000 per person.
- Special recognition award.
- Digital and media coverage (reach: 20 million).
- Full-board cruise stay (breakfast, lunch, dinner).



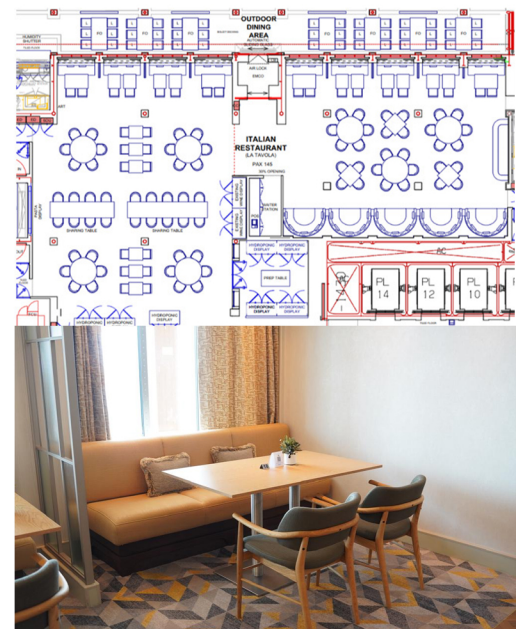
### Special Sponsorship

**SAR 30,000**

VAT not included

#### Benefits:

- Booth onboard to showcase your brand.
- Opportunity to sponsor a workshop or panel session.
- Luxury suite accommodation for 3 guests.
- Add-on guest option at SAR 5,000 per person.
- One-on-one business matchmaking meetings.
- Special recognition award.
- Full-board cruise stay (breakfast, lunch, dinner).







## Participation Fees (Non-Sponsors)

### Participate as an exhibitor with accommodation on the cruise

#### - Exhibitor Package: SAR 10,000

Includes a booth and accommodation for 2 people for the full event aboard the cruise.

VAT not included

#### - Additional Person: SAR 5,000 per guest.

## Sponsorship Advantages

- Direct access to a targeted audience in the franchise sector.
- Enhance brand visibility and awareness.
- Build strategic business relationships with global investors and companies.
- Showcase your offerings to a highly engaged and relevant audience.
- Contribute to the development and growth of the franchise industry in Saudi Arabia.

### For reservations and inquiries:

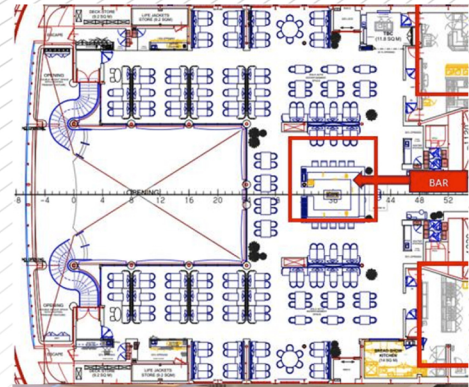
Please contact the National Franchise Committee at 0543998011 or [Info@saudifranchiseglobal.com](mailto:Info@saudifranchiseglobal.com).

We look forward to your participation and support for this important event.

Sincerely,



[www.saudifranchiseglobal.com](http://www.saudifranchiseglobal.com)





## Partners and sponsors

### PARTNETS

وزارة الصناعة  
والثروة المعدنية  
Ministry of Industry and Mineral Resources



وزارة الاستثمار  
Ministry of Investment



وزارة التجارة



بنك التنمية الاجتماعية  
SOCIAL DEVELOPMENT BANK



اتحاد الغرف التجارية السعودية  
Federation Of Saudi Chambers of Commerce

ARROYA  
CRUISES

سلسلة قمم للإستثمار  
Qimam Series For Investment



مواكب للسفر والسياحة  
MWAKEB TRAVEL & TOURISM



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SAUDI MADE

منشآت  
monsha'at  
الهيئة العامة للمنشآت الصغيرة والمتوسطة  
Small Medium Enterprises General Authority

### Platinum Sponsor

### Media arm



Black Knight



### Media sponsor

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السعودية  
SAUDI PRESS  
AGENCY

الإخبارية

### Silver sponsor

### Golden Sponsor



جمعية  
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والمقاهي  
Restaurant & Cafe Owners Association

Azama  
LAZONE  
Retail & Leisure International

### Special sponsor

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diplab cafe  
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باك كير  
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### Participants

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BISHA CHAMBER  
الغرفة التجارية للصناعة والتجارة والمقاولات

وجزار  
قهوة سعودية • شاهي | منذ 2014م

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مذاق المشوّش

WORLD FRANCHISE CENTRE

Petrogen





اتحاد الغرف التجارية السعودية  
Federation Of Saudi Chambers of Commerce



بنك الرياض  
Riyad Bank

Below you will find the account details for Mawakeb Travel and Tourism Agency.

**Bank: Riyadh Bank**

**Account Number: 2362711809940**

**IBAN Number: SA15 2000 0002 3627 1180 9940**

When making any financial transfer related to the  
First International Floating Franchise Exhibition,  
please ensure you mention the name "National Franchise Committee"  
in the transfer description to ensure the payment is processed correctly and quickly.



[www.saudifranchiseglobal.com](http://www.saudifranchiseglobal.com)