The 1-st BUYBRAND Transcaucasia Franchise Expo will be held in Tbilisi, Georgia (2-3 June 2017). Over two days, more than 100 brands will represent their franchise to entrepreneurs from Georgia, Armenia, Azerbaijan, Turkey and Iran. Companies will have the unique opportunity to meet potential master franchisee or unit partners from 5 countries of the region.
Countries
Armenia, Georgia, Azerbaijan

$229 billion
Total GDP (PPP)

$51.65 billion
Total international trade turnover

$6.2 billion
FDI

$35.2 billion
Total retail sales

Over 10
modern malls in the last three years

Stable growth
of FDI, GDP, and average family incomes

More than 100
global brands already in the market

Access to
Iranian, Turkish, and Central Asian markets

Yerevan, Tbilisi, Baku
Cities over million

Gyumri, Vanadzor, Sukhumi, Kutaisi, Batumi, Rustavi, Gyanja, Sumgayit, Mingechaur, and Hyrdalan
Cities over 100K

Key facts

186 500 km²
Total Area

17 million
Total population

10 million per year
Tourism

Georgia
TOP-5 BY EASE OF DOING BUSINESS IN EUROPE
TOP-3 BY EASE OF REGISTERING PROPERTY
RANKS 6-TH IN THE WORLD BY STARTING A BUSINESS
RANKS 9-TH IN THE WORLD BY LOWEST TAX RATE IN THE WORLD
DEVELOPMENT OF MARITIME INFRASTRUCTURE
ANNUAL CAPACITY WILL RISE FROM 40 MILLION TONNES TO 140 MILLION TONNES
MORE THAN 1 MILLION M² OF RETAIL SPACE, INCLUDING 300 000 M² IN MODERN SHOPPING CENTERS
INCLUDED ON THE SILK ROAD RAILWAY

Armenia
GDP PER CAPITAL INCREASED 5-FOLD SINCE 2001
EXCHANGE RATE STABLE FOR 15 YEARS
RANKS 2-ND IN THE WORLD BY EASE OF STARTING A BUSINESS
RANKS 23-RD IN THE WORLD BY INVESTMENT FREEDOM COMPONENT
RETAIL SALES TOTALED $6.1 BILLION
FREE ECONOMIC ZONE FOR INNOVATIVE PROJECTS
MARKET SATURATION 82.1% (NUMBER 1 ACCORDING A.T. KERNEY)

Azerbaijan
HIGHEST GDP (PPP) IN THE REGION, TOTALING $169.3 BILLION
TOP 10 IN WESTERN ASIA BY GDP
NUMBER 1 IN THE WORLD BY TRAINED TEACHERS RATE
AND TOPS IN THE WORLD BY LITERACY RATE
TOTAL RECEIVED FDI REACHED $180 BILLION IN 20 YEARS
RETAIL SALES TOTALED $20.7 BILLION
DEVELOPED RETAIL OF LUXURY GOODS
GEORGIA – A COUNTRY WITH ENDLESS WONDERS, UNSPOILT BY MODERN TOURISM, AND STILL RETAINING ITS AUTHENTIC CHARACTER WITH THE TOWERING CAUCASUS MOUNTAINS FORMING THE BORDER BETWEEN EUROPE AND ASIA, GEORGIA HAS LONG BEEN AN IMPORTANT CONTACT ZONE.

IN THIS MYSTICAL LAND YOU WILL BE CAPTIVATED BY A THRILLING BLEND OF EASTERN ENIGMA AND WESTERN ELEGANCE. THE TRADITIONS OF EAST AND WEST MEET IN GEORGIA TO FORM A CULTURE UNLIKE ANY OTHER IN THE WORLD.

BUYBRAND TRANSCAUCASIA
2-3 JUNE 2017
Venue: Tbilisi, The Expo Georgia, hall #11

EMTG

About organizer
EMTG Company is a team of professionals specializing in franchising events, analytics and consulting. Since 2003 EMTG has been organizing International Franchise Expo "BUYBRAND Expo" which is a key franchise event for Russia and CIS countries. During 14 years over 1700 franchises took part in the Exhibition and over 17300 franchise unites were opened.

EXPOWL is an innovative exhibition platform. Thanks to EXPOWL, exhibitors and visitors will be presented with similar opportunities at the exhibition, both online and offline. The key aim of the platform is to provide instantaneous communication between exhibitors and visitors.

BEXPOWL for exhibitors and visitors
1. A matching service will provide automated search of the right people according to requirements.
2. Remoted access to the exhibitors’ booth for visitors via messenger or video-chat.
3. 3D interactive branded booth with the opportunity to download presentation materials (videos, photos, leaflets, etc.).
4. Visualization of the franchise store.
5. Video broadcast from the booth.
6. Exchange of business cards for further communication.