

PROJECT STATEMENT
U.S.-Afghanistan Franchising Trade Conference – Spring 2013

The U.S. Department of Commerce Afghanistan Investment and Reconstruction Task Force (Task Force), with the support of U.S. Agency for International Development, is hosting the U.S.-Afghanistan Franchising Trade Conference in Kabul, Afghanistan, in Spring 2013. This is the first of a series of small sector-specific, business match making, conferences in Kabul aimed at accelerating international business investment and increasing U.S. company exposure to the opportunities in Afghanistan.

Experience has shown that a key success factor to spur business deals for international investors is on-the-ground experience in country. This conference allows for a more accelerated and efficient process for developing commercial relationships and securing business deals, benefiting both U.S. and Afghan business participants.

Job creation through trade is a core part of Task Force's mission in Afghanistan. Franchising has proven to be an ideal market vehicle for both employment and economic growth. Because of this experience coupled with the high demand for U.S. franchise brands in Afghanistan, the Task Force is confident that focusing its pilot sector-focused trade conference on franchising will prove successful for both U.S. franchise pioneers and successful Afghan entrepreneurs.

This is a high impact event, designed for no more than four U.S. companies to participate in sector focused match making with potential Afghan partners. Company participants will receive customized market and industry briefings with our Senior Commercial Officer in Kabul as well as other U.S. Government experts at the U.S. Embassy – Kabul. In addition, the Task Force will arrange for industry site visits (security permitting) in Kabul and meetings with key industry stakeholders.

DISCLAIMER, SECURITY, AND TRANSPORTATION

Participants undertake related travel at their own risk and are advised to obtain insurance accordingly. Any question regarding insurance coverage must be resolved by the participant. The U.S. Government does not make any representations or guarantees as to the safety or security of participants.

Companies should consult the State Department's travel warning for Afghanistan:

http://travel.state.gov/travel/cis_pa_tw/tw/tw_2121.html

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The Task Force will coordinate with the U.S. Embassy in Kabul to arrange for transportation of the mission participants to and from the airport and lodging facilities. The primary venue for the mission has strong security measures in place.