

The U.S. Department of Commerce
U.S. Agency for International Development (USAID)

Join us for “Franchising: Entering Afghanistan” Conference Call

Tuesday, Feb. 12 11:30am-12:30pm EST

Call in Number: 1.888.469.0502 Password: AfghanBiz

The U.S. Department of Commerce (DoC) and U.S. Agency for International Development (USAID) recently hosted the U.S.-Afghanistan Franchising Trade Conference in Kabul, introducing franchises to potential partners in Afghanistan. The trade event was the first of a planned series of small, sector-specific, business matchmaking conferences in Kabul aimed at accelerating international business trade and investment by increasing U.S. company exposure to opportunities in Afghanistan. The U.S. franchises conducted matchmaking sessions with over 100 Afghan companies. The companies departed with an excellent impression of the business opportunities in Afghanistan and several potential Afghan partners.

The DoC and USAID are inviting a second U.S.-Afghanistan Franchising Trade Conference for the spring and will be inviting interested companies to apply soon. To answer your questions on how your franchise can enter the Afghan market and to hear the experience and observations of the former franchise delegation, the U.S. Department of Commerce and U.S. Agency for International Development invite you to join, “Franchising: Entering Afghanistan” conference call this Tuesday, Feb. 12th, 11:30AM to 12:30PM. Please call: 1.888.469.0502 and say AfghanBiz when prompted for a password.

Speakers will include:

Bill Edwards, IFA International Vice Chairman, President & CEO, Edwards Global Services

Marty Amschler, VP, RadioShack

David Riker, Franchise Development Director, Hertz

Rogelio Martinez, VP, Tutor Doctor

Walt Koenig, Senior Commercial Officer, U.S. Embassy, Afghanistan

David Marsden, Economic Growth Advisor, U.S. AID

Rachael Lammers, Acting Deputy Commercial Officer DoC

“Kabul is not what you see on CNN. I was surprised that 95% of the business people I met spoke English. In addition, everyone I met there had an infectious optimism for their country of which I am no longer immune.” -- **David Riker, Franchise Development Director, Hertz**

“I didn’t have huge expectations going there that we would consummate an agreement, but after being there on the streets and seeing some fairly sophisticated [retail] operators in a very difficult climate, I’ve walked away with the fact that we would do business in Afghanistan.” -- **Marty Amschler, Vice President, RadioShack**

“The desire of the people we met to build a viable business sector in their country - to help build their country - was amazing, even to someone who has been doing international business for 40 years.” -- **Bill Edwards, President & CEO, Edwards Global Services**

“It was just a fantastic experience not only to collaborate with the ongoing reconstruction efforts in a country where there is so much to be done, but working with such a professional team of people (from Commerce and USAID) was outstanding.” -- **Rogelio Martinez, VP, Tutor Doctor**

If you have any questions, please contact us at AfghanBiz@trade.gov.