

## **Ray Middleton - Franchising Training Ltd**

My very short trip to Kenya was very enjoyable, thanks to your hospitality. The delegates I met showed real interest in how franchising as a concept has developed worldwide over the last 10 years.

Up to date knowledge will be crucial in three areas, for entrepreneurs who are planning to franchise their products or services or to draw in proven brands, through Area Development, setting up Master Franchisor systems, in turn creating Master Franchisee opportunities; for new entrepreneurs, new business owners, buying their chosen franchise and for the new generation of young people who will come face-to-face with many franchise units as they travel abroad. Kenya has an opportunity to take the best from our industry.

As the Kenyan economy moves back to its growth path, I look forward to being part of it.