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**International News**

**BUYBRAND**  
SEPTEMBER 21-23, 2010  
MOSCOW, EXPOCENTR



Friday, July 30, 2010  
**Starwood Expands in South America**  
Starwood Hotels & Resorts Worldwide Inc. with its Luxury Collection brand plans to double its portfolio in South America. A gradual recovery of the global economy is pushing demand in the hotels and lodging industry. Thus the company in a franchise agreement with Libertador Hotels, Resorts & Spas plans to open three Luxury Collection hotels in Peru, of which two have already been opened.

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Thursday, July 29, 2010  
**Franchise Fair START, next venue in Essen from 24th till 25th September 2010**



In 2010 again, people looking to build a new business or wanting to expand their start-up companies, will find an ideal information platform at START-exhibition.

Since 1998 the START expositions have been a vital contact point for founders and start-up entrepreneurs looking for information about the topics of formation, financing, company development, further training, coaching or succession.

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Wednesday, July 28, 2010  
**Arby's to open outlets across Turkey**  
USA-based quick-service restaurant franchise Arby's is set to open 100 outlets across Turkey. Arby's, which is part of the Wendy's/Arby's Group Inc., is set to open these outlets through its Master Franchise Owner for Turkey Tab Gıda Sanayi ve Ticaret.

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Tuesday, July 27, 2010  
**World Cup fattens food franchises**  
South Africa's franchise restaurants benefited handsomely from World Cup tourism, the company that owns them said on Monday. Sales across Famous Brands' local restaurant network grew 24 percent for the month of June compared with the prior year, CEO Kevin Hedderwick said in a statement.

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Monday, July 26, 2010  
**Saudi success comes with sprinkles for Baskin Robbins**



Food costs have helped inflation hit a 13-month high in Saudi Arabia but consumers may take some solace in the probable cooling of prices for one foodstuff - ice cream. Baskin Robbins has launched a major push into Saudi Arabia, with about 30 stores planned from a total of 50 openings for the Gulf region. It will also see competition from Dairy Queen, which is also planning to expand throughout the country.

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**Fairs**

**EXPO**   
**FRANCHISE**  
07.05.-09.05.2010, Portugal

**Franchise START**  
09.10 - 10.10. 2010, Portugal

**entrepreneurship & franchising 2009**  
03.09 - 05.09 2009, Bulgaria

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