

**Ambassador's Remarks**  
**MEPI and CACI Franchise Day**  
**Al Aurassi Hotel**  
**January 25, 2016, 0900**

Mr. Director General of Regulation and Organization of Activities at the Ministry of Commerce Ait Abderrahmane and Mr. Vice-President of the Algerian Chamber of Commerce and Industry (CACI) Amour, I am delighted to be here with you today and to participate in the first Franchise Day Conference sponsored by the U.S. Embassy's Middle East Partnership Initiative (MEPI) in coordination with the Algerian Chamber of Commerce and Industry (CACI) and the U.S. Department of Commerce's Commercial Law Development Program.

Today presents an opportunity. Here in this room, we have the chance to bring together leaders from the government and the business community and to promote a time-tested, successful way of doing business -- one that, we believe, could have a profound and positive impact on Algeria's economy. That way of doing business is, of course, franchising.

Franchising is a business model that we know well in the United States. In fact, its roots in our country reach back for more than 100 years. Today, it's reported that some 6,000 franchise companies are operating in the United States, and those businesses account for nearly half of all American retail sales.

But to be sure, it is not just the United States that has benefited from the economic activity generated by franchises. The franchise model has spread across the globe. According to the White House, these businesses employ more than 21 million people throughout the United States, and generate more than \$2.3 trillion in economic activity each year.

Among these companies are, of course, a number of businesses whose names we all know: fast-food restaurants like McDonald's and Burger King and hotel chains like Marriott and Hilton. However, franchising has been critical to the growth and success of untold numbers of small and medium-sized businesses. Franchising enables entrepreneurs to reach new markets and to keep costs low while, at the same time, ensuring they provide their customers with consistent, high-quality services.

Franchising is an engine for job creation and economic growth. It has contributed to economic growth in countries throughout the world, and it can increase opportunities here in Algeria. The U.S. Embassy hopes today's forum sparks a conversation on the benefits this business model can offer, and what might need to change in Algeria's business and regulatory environment in order to facilitate franchise activity.

Franchise Day, funded by the Middle East Partnership Initiative and implemented by the U.S. Department of Commerce's Commercial Law Development Program (CLDP), is another initiative the U.S. Embassy is sponsoring to advance the Algerian government's goal of promoting economic diversification and growth in Algeria. Last year we supported the Global Entrepreneurship Week in November by bringing American entrepreneurial experts from Washington and Silicon Valley to participate in sessions with the audience about how to

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become an entrepreneur. In March of this year, the U.S. Embassy's MEPI program will fund the Commercial Law Development Program's two-day Introduction to Franchising Workshop in Paris, France to coincide with activities for the Franchise Expo in Paris. Later in June, the Embassy's Foreign Commercial Section will be taking a delegation of business leaders to New York to participate in the International Franchise Expo. These programs represent the U.S. Embassy's ongoing work to help promote an environment that encourages entrepreneurship and today's conference, is another opportunity.

As you all know, the United States Government seeks to be a partner with the Algerian government as it works to diversify the economy and promote long-term growth. Algeria's continued success and stability is very important to the United States, and we believe firmly that greater openness is key to the economic growth and diversification that Algeria seeks. Franchising, as I noted earlier, could be an important tool toward achieving this growth.

I look forward to hearing from the Central Bank and the Ministry of Commerce about the Algerian government's efforts to support franchising as an entrepreneurial tool, as well as hearing from our franchise experts, as they discuss their franchising experiences in the United States and North Africa.

Welcome again, to what promises to be a fruitful and beneficial discussion on franchising in Algeria.

Thank you very much.