



December 1, 2008

Mr. Jim Deitz
Program Committee Chair
Southeast Franchise Forum

Dear Jim:

The Georgia Department of Economic Development's International Trade team works with Georgia manufacturers and professional service providers to increase exports and promote Georgia in key international markets. Franchising is one of the services with which we work, and we have been pleased to work with all sizes of Georgia-based franchisors in helping them grow their international markets.

We have accomplished this through services offered by our team, by the ten international offices of the State of Georgia around the world (located in Canada, Mexico, Chile, Brazil, Germany, the United Kingdom, Israel, China, Japan and South Korea), and/or by the services of our partners, especially the U.S. Commercial Service, with its offices in U.S. embassies in over 80 countries.

The services that our International Trade team may provide to Georgia-based franchisors through our Department, our international offices and/or the U.S. Commercial Service include the following:

1. Participation in select international franchising shows in key markets of interest to our franchising clients, with the following value added services:
 - a. Reduced price for booths based on the State of Georgia's co-branding opportunity;
 - b. Advertisements in local business newspapers to drive leads to the shows;
 - c. Assistance with matchmaking appointments at shows.
2. Market and country research;
3. Education through our Department and/or its partners, including updates on webinars, seminars and topics of interest to franchisors;
4. Access to services offered by federal and state export marketing and finance assistance agencies.

We look forward to the opportunity to work with more Georgia franchisors that are ready to take their brands internationally.

Best regards,

Taube Ponce
Senior International Trade Specialist