



SABIT
Training Program



ASSOCIATION DEVELOPMENT FOR RUSSIA: FRANCHISING

APRIL 17 – MAY 15, 2004

SCOPE AND MISSION

The Special American Business Internship Training (SABIT) Franchising session is designed to provide one month of hands-on training to 18 Russian managers and officials involved in the hospitality franchising industry. Topics to be covered include:

- Franchising association management and fundraising
- Industry advocacy
- U.S. legislation, regulatory oversight and enforcement issues
- Intellectual property issues
- Marketing and Advertising

The 18 delegates, screened and selected by the U.S. Department of Commerce, will represent both the public and private sector in their countries.

BENEFITS OF PARTICIPATION

This is a unique opportunity for U.S. associations and industry groups to meet with their counterparts and gain a greater understanding of these organizations in Russia.

U.S. hospitality industry franchisors and franchisees, as well as association officials, will have an opportunity to meet with company representatives from a number of Russian firms to discuss current trends in the marketplace, today's business environment and industry best practices. This is also an occasion to learn more about and understand the Russian business culture.

For companies that are not currently active in the region, the program will enable them to learn about potential opportunities in Russia and establish valuable industry contacts.

SABIT is currently recruiting small, medium, and large U.S. companies and organizations to host and train the delegation. If you represent an association, a franchisor or franchisee in the hospitality industry or your organization is providing consultative services and training to the franchising industry, you are encouraged to participate by hosting the delegates while they are in the United States.

In the past, U.S. host organizations and Eurasian participants have benefited from seminars on industry related topics. U.S. hosts have shared their knowledge and expertise in new technologies and systems being utilized by the organization and have provided the delegation with site visits to locations where the technology or service is currently in use. Company site visits/training can vary from just a few hours to several days. SABIT arranges logistics and covers costs associated with delegate housing, transportation and interpretation.

SESSION STRUCTURE

This program will commence on April 17, 2004 with a one-week orientation in Washington, D.C., which will include strategic and business management training, cross-cultural communication strategies as well as meetings with government agencies and private organizations. City locations of other site visits are currently being determined. The members of the delegation will depart for their home countries from Washington, D.C. on May 15, 2004.

COSTS OF PARTICIPATION

SABIT will cover the majority of program costs for all delegates, including round-trip airfare to the United States, all U.S. domestic air travel, housing, insurance, per diem and accompanying simultaneous interpreters. In turn, U.S. host organizations are asked to cover costs associated with the training.

FOR MORE INFORMATION

To learn more about this session, please contact Senior Program Recruiter Ilona Shtrom or Program Officer Erin Crouch. Also, be sure to browse SABIT's website to learn more about other programs!

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