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A Lecture on Franchising vs. Starting a Business

As part of its mission to foster entrepreneurial thinking among AAU students, the Innovation and Entrepreneurship Center, in collaboration with the Emirates Franchise Association, organized an insightful and inspiring lecture titled: **Entrepreneurship Choice: Franchise Ownership vs. Starting from Scratch.**

The session was delivered by Mr. Sary Hamway, Founder and CEO of The Franchise Trainer, a leading consultancy specializing in franchising, entrepreneurship, and SME development. With over 35 years of global experience, Mr. Hammoui is widely recognized as one of the foremost experts in franchise development across the Middle East.

During the session, Mr. Hamway presented a comprehensive comparison between buying a franchise and starting an independent business, highlighting the key advantages, challenges, and success factors of each model. Students gained valuable insights into franchising formats, financial implications, business growth strategies, and the real-world success rates of franchise models versus startups.

The lecture concluded with an engaging Q&A session and a live poll, where students shared their entrepreneurial preferences—demonstrating the event's role in shaping their perspectives and aspirations.

This collaborative event reflects the Innovation and Entrepreneurship Center's ongoing commitment to providing students with hands-on learning opportunities, fostering industry connections, and empowering the next generation of innovators and business leaders.

Press Release Link