



## The Helen Doron Group Demonstrates an Impressive Presence at Israel's First International Franchise Fair

The Helen Doron Group participated in Israel's First International Franchise Fair, which was held in the Tel Aviv Convention Centre September 5-7. More than 3,000 visitors, most of whom were searching for exciting business opportunities, attended the fair.

The colourful, new triple-sized booth decorated with the famous Helen Doron wall-hangings drew many an appreciative eye, and most visitors stopped to watch the multimedia presentation and speak to Helen, herself. Numerous other staff members from Head Office were also there to man the booth and answer questions.

Based on the success of this year's fair, The Helen Doron Group will be attending next year as well.



**Anat, Helen and Barry ready for action at the beginning of the Fair**

About the Helen Doron Group:

The Helen Doron Group has been involved with child enhancement and development services and products since 1985, bringing the world both the revolutionary Helen Doron Early English approach for teaching English as well as the unique Mathjogs method of teaching Math.

With over 1,500 active Teachers, 261 Learning Centres and 31 Master Franchisors, distributed throughout Spain, France, Italy, Portugal, Switzerland, Germany, Poland, Ukraine, Slovakia, Austria, Hungary, Russia, Serbia, Turkey, Cyprus, Israel, Hong Kong, Thailand, China and Singapore, Helen Doron International is a global leader in early education, teaching hundreds of thousands of students worldwide.