



**Hamburg - Gateway for European Franchise Expansion
Hotel Ameron Speicherstadt**

BE PREPARED

Wednesday April 26th to Thursday April 27th, 2017



GLOBAL FRANCHISE FORUM 2017

The Global Franchise Forum is the perfect opportunity to connect with a European-wide team of professional franchise consultants and marketing brokers who are ideally placed to assist your European expansion requirements. The Forum is a unique blend of information gathering, networking and professional development, providing best practice on expanding your brand in Europe. Instead of traveling to each individual European country, the forum offers you a platform to meet 13 specialists representing 26 countries. Combined with a comprehensive program of services and information the Forum offers you and your team the opportunity to gain greater insight into achieving your European expansion goals.

The key to international expansion **'be prepared'!**



Many franchise systems venture into their international expansion when they receive requests from international investors. They wrongly assume that since the concept works well domestically it should work equally well in other markets. In its purest sense, this can be a naïve summation since successful international expansion depends on so many other factors than the success of a brand in domestic market.

BE PREPARED



GLOBAL FRANCHISE FORUM 2017

Our European franchise consultants and brokers have a strong, successful track record and extensive hands on expertise in supporting many franchisors expand their brands to respective markets – we are aware of best practice both globally and locally and support you to address all the necessary pre requisites to successful international franchise development. It is true to say that international expansion provides significant opportunities in a 6.5 billion global market, but the success of your brand in each market will depend on your being professionally prepared with a plan, having done a realistic assessment of your capabilities and resources, setting the most appropriate expectations and demonstrating the necessary stamina to last the long and at times, arduous journey to reap the significant benefits from your international development strategy.



Your FPI broker has the local franchising and market knowledge with extensive local contacts in all the relevant areas, from commercial to legal, taxation and investment markets to help you tackle the challenges of validating your offer to suit the local variables, correctly positioning your franchise offer and marketing your franchise to identify and recruit the right franchisee to implement the most robust franchise offer in their respective markets. Working hand in hand with us, as your guide, provides you a greater and better understanding of the territory. Each member of Franchise Pool International supports your company in managing the Franchise entry challenges. Finding a master franchise partner in target markets is generally the mission.



Who we are

Franchise Pool International (FPI) is Europe's leading network of specialized franchise Consultants and brokers. FPI consultants possess the skills and know how to support your expansion plans across 26 European countries, providing expert local knowledge with highly respected, proven and achievement orientated track record in successful franchise development and master franchisee recruitment.

Every member of FPI offers professional local insights into their respective markets. Their long term franchise experience provides goal orientated and successful entry into each market. Franchise Pool International specialists will offer you valuable knowledge about the opportunities and challenges for franchising across Europe, through chairing sessions on key topics, such as how to identifying master franchisees, lead generation and best practices in structuring master franchise programs.



What we offer

FPI's 6th Global Master Franchise Forum is designed to accelerate the successful development of your brand in Europe. We offer fast track reviews in internationalization of your brand. We introduce you to challenges and best practice cases. Additionally, you are given the opportunity to take part in our "One-2-One sessions" on all matters related to successful international franchise expansion, which are often the starting point of profitable long-term relations with different FPI consultants. In one afternoon, you are given the opportunity to select and speak individually to any of the 13 European Consultants. Each individual FPI partner covers their respective region or country, presenting you with the key characteristics of your target markets. This process enables you to initiate the planning processes necessary to achieve your international expansion goals.



The Global Forum also provides many opportunities for networking with all the FPI European Consultants and other experienced franchisors present. FPI is structured as such to provide you with an effective franchise development team for your European expansion. Each client has a designated FPI account manager, whose role is to liaise with your chosen FPI Consultants to provide you with a single point of contact for all FPI services.

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Brand Presentation

We offer you the opportunity to present your brand and franchise offer to a selected audience of highly qualified franchise guides (consultants/ brokers), observe how other franchisors present their brands and franchise offers, determine your own key success factors and differentiating advantages in presenting your franchise proposition.



Master Classes

To help you to successfully find the right path, we offer a series of workshops in best international franchise practices, chaired by FPI specialists with several decades of practical experience in this field, which will undoubtedly provide you with valuable insights into some of the key opportunities and challenges of international franchise expansion journeys.

Observer

If your brand is not fully packaged for international expansion and you seek to purely learn more about 'International franchise expansion', you are invited to attend the same program without presenting your brand. We welcome you as an 'Observer'.

Our Master Class sessions will provide you with valuable insights into whether or not international franchise expansion is a relevant development strategy for your business at this time. Furthermore, you will have the opportunity to network with other franchisors to learn from their experiences and our Franchise Pool International experts can offer you their views on opportunities for your concept in their respective markets... these are valuable tools to help you shape the future development strategy for your business.



Franchising in Europe

During the opening session of the Forum you will be presented with an overview of the European franchising industry in the current market environment, including updated key data on individual countries and markets. This session will highlight the positives but will also address the hidden challenges of doing business in each European country. Insights into the impact on franchising of different legal systems and practices will also be addressed by one of Europe's leading franchise lawyers.

International Yes, but ...

A carefully designed program of master classes will explore the key "do's" and "don'ts" in developing and executing an European expansion strategy. This year's Forum will focus on issues such as; be prepared; have a plan..., the basic requirements, pitfalls and common mistakes, know the market you are entering, do your homework, the profile for the (master) franchisee, use local knowledge to find your (master) franchisee, the legal implications of franchise entry into Europe and the EU is one, but is it?....



The above should offer you a flavor for the dozen or more workshops that will be presented. You will also hear about the difficulties of managing international franchisees, how to design a clear and profitable fee structure, the importance of putting yourself in the candidate's shoes and why adaptations to cultural nuances matter. On an individual level, the FPI consultants will discuss with you the specific elements of your concept and brand entry in the country they represent.

Dates and Times

Arrival is on Tuesday April 25th - at 19:00 hours to attend an opening Cocktail reception. This social event will give you the opportunity to meet the FPI members and representatives of other brands in an informal and relaxed environment.

The Forum starts on Wednesday April 26th at 09.00 am and will end at 18.00 pm, followed by a (surprise) social networking dinner in one of Hamburg's famous landmarks. The Forum continues on Thursday 27th April from 09.00 am to 18.00 pm. We will of course provide you with a full Agenda before the Forum.



Destination

Hamburg is the German gateway to the World and the second largest sea Harbor in Europe, for hundreds of years' ships left Hamburg to reach countries all over the World. We see this City as the paragon for internationalization. Here the real 'Hamburger' was invented, the first international gig of the Beatles started in Hamburg, and the famous 'Hanse' a collaboration of rich harbor towns hark back to the city of Hamburg. Today Hamburg is one of the most beautiful cities in Germany, where the wealth and authenticity of Hanseatic era is still evident.

The City Centre is laid out with many canals. In the past centuries, the famous Speicherstadt (warehouse district) with hundreds of storehouses for coffee, tea, carpets and all kind of international goods was the heart of the City. Our Hotel is situated on one of these canals called 'Fleet'. It is easy to start your journey to explore this beautiful City by walking through pedestrianized zones, along the 'Fleets', down to the Great Harbor, where you will see several Ships - rated amongst the biggest Ships - from all over the World.



If you prefer, a more active social night life, you will find significant number of social activities in the 'City which never sleeps'. In the centre of the Hamburg harbor, you will find the Musical Stage Theater where the musical 'The Lions King' has been on stage for the past 13 years. (Please book your tickets in advance).

The most famous night club area is 'The Reeper Bahn' which is more an institution. Sailors used to frequent this

area, to find some distraction from their exhausting seafaring duties. Hamburg also provides an array of musical entertainments, variety of on stage musicals plays and excellent restaurants, giving you a reason to visit this beautiful historic City in addition to attending the most informative FPI Forum.



Venue

The Hotel Ameron is a 4 Star Hotel, located in the old historic Speicherstadt, extremely attractive area in the center of Hamburg directly on 'Fleet' a few footsteps away from the Binnenalster and the Harbor, with access from the main railway station by bus or U-Bahn (Underground) with regular train services from the airport (S-Bahn S 1 – 30 minutes).

The hotel houses a fine dining restaurant, a bar, a large Spa and Fitness Centre. Significant shopping opportunities are on its door step and shoppers can find diverse and luxury goods to take home, reminding them of their time in this beautiful and vibrant German City.

Our meeting will be in a historic building 'the Old Traditional Coffee Exchange' which dates back to 1980th (Please see the hall in the centre of the above picture).



You are requested to reserve your hotel room directly by visiting the Hotel's website or by calling the Hotel. Please remember to mention that you are attending the Annual FPI Forum. The room rates for a standard room (23 m²) start from € 172.- for a single room including buffet breakfast and € 191.- for a double room (excluding local city tax). Comfort (view to the fleet) and Premium rooms (30 m²) are available for additional €20/30,- and a suite can be booked for + €70.- .



The deadline for reservation, at these discounted prices, is February 25th (or when the FPI room block is filled) Once pre-reserved rooms are sold out, reservations will be accepted on a room and rate availability basis. For more information about the Hotel, please feel free to visit their web site:

<https://www.ameronhotels.com/de/hotel-speicherstadt-hamburg>
or call +49 40 638 5890

Language

The working language of the Forum will be English.



Registration Fees:

- Basic price for a franchisor presenting a brand € 590,-
- Observers and additional attendees pay a fee of € 450, - per person.
- Price for spouses (including Welcome Reception and the group dinner) is € 170,-.

Forum registration fees include:

- Opportunity to present your brand (not for observers)
- Attend all presentations and master classes
- Individual meetings with all FPI members
- Forum working material include
- Welcome reception on April 25th 2017
- Social event/group dinner on April 26th 2017
- Two full days' forum package (including coffee breaks & business lunches)



Registration & Payment Fees:

Please note that due to time constraints at the Forum, the number of participating brands is strictly limited. Subscriptions must be sponsored by your local FPI consultant and will be dealt with on a first come, first served basis. Registrations for the Global Master Franchise Forum close March 10th 2017. To register for all events highlighted in this brochure, please complete one registration form per company and return by e-mail to your national FPI partner who is your host at the Forum or directly to the Franchise Pool International Head office in Germany. You may also register online at www.franchisepool.org. Go to the Events tab and select 'forum'.

Cancellation

Full refunds (minus € 100 administration fee) will be granted for registrations cancelled at least 20 days in advance of the Forum. No refunds will be offered for cancellations later than this or for "no-shows." All requests for refunds must be made in writing to FPI Head office in Germany.

Social Program

A Welcome Reception will be held on Tuesday April 25th at 19.00 pm. This will be followed by a networking dinner in the hotel (cost not included in the package). A social event with group dinner, included in the Forum package, is offered on April 26th. The venue and the program is a surprise but we guarantee that it will be a lot of fun!

Invoice

All registrations will be coordinated by the FPI Head Office in Germany, who will issue the invoice for your Forum attendance fee (s). The invoice must be paid within 7 days from date of issue or the place will be taken by the next brand on the list.

Enquiries

If you have any questions please direct all enquiries to the Franchise Pool International office - office@franchisepool.org - Rolf Gerhard Kirst Wangerstrasse 17, D-83365 Nussdorf (Germany), Tel. +49 8669 789 3 987

