

45 countries in one contact

FPI – Franchise Pool International is Europe's leading network of specialized franchise consultants, including partners from the Middle East, South Africa, South East Asia and Canada as well. The Global Franchise Forum is held twice a year in a European city: it is the place to connect with this truly international team of specialists.

The Forum is a unique blend of information gathering, networking and professional development, thus providing best practice on expanding your brand internationally.

In other words, the Forum offers you a platform to meet our 17 partners representing 45 countries – 26 only in Europe.

Our mission is to find a master franchise partner in your target markets.

Many countries offer great opportunities for your franchise system to be successful, but you need to know how to maneuver each market's unique challenges. FPI starts by laying out what is necessary for a successful expansion and what are the legal requirements. Your FPI broker has the expertise, is familiar with the territory, knows and understands the local culture and is aware of any danger sign.

Take part to the Global Master Franchise Forum

Like every year, FPI offers a carefully designed program of master classes exploring the key "do's and don'ts" in developing and executing an international expansion strategy.

What is the Forum offering:

➤ **MASTER CLASSES**

To help you successfully find the right path, a series of workshops, chaired by FPI specialists, will provide insights into some of the key opportunities and challenges you will face.

One of Europe's top franchise lawyers will further address insights into the impact on franchising of different legal systems and practices.

➤ **BRAND PRESENTATION**

Present your brand to a selected audience of highly qualified franchise guides (consultants) and watch how other franchisors present what they have to offer to find their way in the franchise world.

What are your key success factors and how do you differentiate your brand from your competition?

However, if your brand is not ready yet for expansion into foreign countries, you are invited to attend the same program as an **observer** without presenting your concept. You can learn from the master classes about international expansion and you can network with other franchisors and our Franchise Pool International experts: this may be a springboard to present your brand next year!

➤ **ONE-TO-ONE SESSIONS**

"One-2-One sessions" are often the starting point of profitable long-term relations with individual FPI consultants. You can speak to each FPI partner and discuss your questions for each country, covering 45 markets, all in one afternoon.

➤ **SOCIAL NETWORKING**

The opening cocktail reception and the social dinner give you the opportunity to meet the FPI members and the representatives of the other brands in a relaxed environment.

Where ...

Oslo is the next destination: the **Thon Hotel Opera** is a modern 4* Hotel, located right in the center of the city, between the main station and the Opera on the harbor front, only a few minutes walking distance from the most important landmarks: the Royal Castle, the Akershus Fortress, the Viking Ship Museum, the Parliament building.



The hotel offers many extra services: big indoor pool, solarium, fitness center, bar, restaurants.

You may **reserve your hotel room** indicating that you are attending the annual Franchise Pool International Global Forum.

The **deadline** for reservations is **April 15th**, once the rooms we have pre-reserved are sold out, reservations will be accepted on a space and rate availability basis.

For more information please visit <https://www.thonhotels.com/our-hotels/norway/oslo/thon-hotel-opera/>

Important information

Because of the celebration of the Constitution Day on May 17th, all hotels in Oslo will be fully booked. We recommend to make reservations early in advance.

... When

Tuesday, May 14th

The official program of the 2-days Forum starts with an informal welcome cocktail at 19.00 where you will have the opportunity to meet the FPI members and the representatives of the other brands, in a relaxed environment.

Wednesday, May 15th – Thursday, May 16th

Official forum days

In the evening, a social group dinner is planned: the venue is a surprise but we guarantee a lot of fun! (price included in the event fee)

Friday, May 17th: Norwegian Constitution Day

The Forum is closed but this is a great event and you should not miss it!

This is “the” national holiday: on May 17 in 1814 Norway’s Constitution was signed on Eidsvoll. The constitution declared Norway to be an independent kingdom in an attempt to avoid being ceded to Sweden after Denmark - Norway’s devastating defeat in the Napoleonic Wars. All over Norway, children’s parades with an abundance of flags form the central elements of the celebration. In addition to children’s parades, there are parades for the public (borgertog), where every citizen is welcomed to join in. These are led by marching bands and often local boy scouts and girl guides, local choirs, NGOs etc.



We will provide you with the complete program before the conference.

Forum Fee

- Basic price for a **franchisor** presenting a brand is € 690.- pp
- **Observers** and additional attendees fee is € 490, - pp
- Price for **spouses** (including Welcome Reception and the group dinner) is € 145.- pp

What’s included:

- ✓ Opportunity to present your brand (not for observers)
- ✓ Attendance to all presentations and master classes
- ✓ Individual meetings with all FPI members (not for observers)
- ✓ Forum working material
- ✓ Welcome reception on May 14th
- ✓ Networking dinner on May 15th
- ✓ Two full days’ forum package (including coffee breaks & business lunches)

Payment

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.

In case of 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.

How to register

Registrations for the Global Master Franchise Forum close on **April 15th, 2019**.

Please complete one **registration form** per company and return by e-mail **to 3io**, who is your host at the Forum.

If you have any questions, please direct all enquiries to

franchising@3-io.it

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DON'T MISS IT! YOU ARE MORE THAN WELCOME!

Franchise

