

Gateway to European expansion

32 countries with one contact

Franchise Pool International (FPI) is Europe's leading network of specialized franchise consultants - now including partners from the Middle East and Canada as well.

The *Global Franchise Forum* - which is held every April in a European city - 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 32 countries - 26 in Europe plus the Gulf States and Canada.

Our general 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 signs.

Take part to the 7th Global Master Franchise Forum

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

Here's what you will find at our Forum:

➤ 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. That may make you ready to present your brand next year!

➤ SOCIAL EVENT

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

A social program with a group dinner is offered on April 18th. The venue is a surprise but we guarantee a lot of fun!

➤ 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 32 markets, all in one afternoon!

2018 destination: Naples, Italy

Naples is a metropolitan city located in the south of Italy. It is the third largest city in Italy and the capital of Campania region. Its landscape is dominated by Vesuvius which rises almost at the center of the Gulf of Naples facing the famous islands of Ischia and Capri.

Naples boasts one of the biggest historical centers in the world. The city's pride are the 448 historical and monumental churches, the highest number in the world for a single city.

Naples is also the home of the original Pizza. It's a must for each visitor to eat a Pizza Margherita in one of the world's oldest Pizzerias. You will be delighted!

How to register?

You'll find all detailed information in the "GFF18 - What you need to know" document.

Registrations for the Global Master Franchise Forum close on March 10th, 2018.

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.