

Global Franchise Forum – Autumn Session

35 countries in one contact

FPI – Franchise Pool International is Europe's leading network of specialized franchise consultants, including partners from the Middle East 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 35 countries - 28 in Europe plus the Gulf States and Canada.

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 signs.

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 you can 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!

➤ **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 35 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 ...

The **Radisson Blue Hotel Bucharest** is a modern 5 Star Hotel, located right in the center of Bucharest, and is only a few minutes walking distance from the city center where all sightseeing landmarks are located. The hotel also features an outdoor swimming pool and a big indoor pool, solarium, fitness center, bar and different restaurants.

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

There is also a 3 star partner hotel "Park Inn" in the complex for a lower budget.

The **deadline** for reservations is **October 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 www.radissonblu.com/en/hotel-bucharest



... When

Thursday, November 1st

Seminar Day: „How to expand internationally“

During this workshop you will learn about successfully entering foreign countries. We talk about preparations before you start your expansion, about selecting the right candidates, how to integrate these new masters into the system and how to make the master successful.

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. This will be followed by a networking dinner in a nearby restaurant (cost not included in the package).

Friday November 2nd – Saturday November 3rd

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)

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

Forum Fee

- Basic price for a **franchisor** presenting a brand is € 390.- pp
- **Observers** and additional attendees fee is € 220, - pp
- Price for **spouses** (including Welcome Reception and the group dinner) is € 60.- pp
- Seminar Day (How to expand internationally) is € 400, - 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 November 1st
- ✓ Networking dinner on November 2nd
- ✓ 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 **October 15th, 2018**.

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

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