

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: it is the place to connect with a 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 19 partners representing 45 countries – 26 only in Europe.

Our motto? *“See the franchise world with different eyes”*

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 ...

The aim of **FPI** is to become more and more international, that is why the next destination is **DUBAI**: this year for the first time we organize our Forum outside of Europe to give our broker colleagues and our clients the opportunity to see another part of the world of franchise. Middle East and especially the Gulf Region is one of the most popular target markets for franchise. By participating in our Forum you will further have the opportunity to visit and even exhibit at the Franchise expo in Dubai which takes place from November 5th to 6th at the World Trade Centre



which is next to our location, the **VOCO Hotel Dubai**, a modern 5 Star Hotel, located on Sheikh Zayed Road only 5 minutes from the airport and in walking distance to the World Trade Centre where the Franchise Expo takes place.

The hotel has all the amenities that a modern hotel of this category should have including swimming pool, spa, gym, different restaurants and bars.

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

The **deadline** for reservations is **October 2nd**, once the rooms we have pre-reserved are sold out, reservations will be accepted on a space and rate availability basis.

... When

Sunday, November 3rd

On November 3rd we organize a Roundtable meeting with local retailers from big multi brand companies. We will discuss the present franchise market in the Middle East and what kind of franchises are currently in demand. This meeting is available for presenters and observers as well for an additional contribution.

At 19:00 we will start with a welcome cocktail where you will meet the FPI members and the representatives of the other brands in a relaxed atmosphere.

Monday, November 4th

The official Forum starts on Monday November 4th at 08.00 and will end at 16.00.

For the evening, we have planned a Social networking dinner activity in the desert (*included in the price*).

Tuesday, November 5th – Wednesday, November 6th

Global Franchise Market

Dubai is a melting pot of cultures and people from all over the world. Dubai is the most frequented connecting place for flights into the eastern and southern part of the world. One look at a world map and it becomes apparent why Dubai is the ideal place for a meeting of global delegates. Its location between east and west makes it the perfect gateway to emerging markets across the Middle East, Africa and Asia. As it stands, one third of the world's population is within a four-hour flight and two thirds are within eight-hour flight.



The Global Franchise Market is the official franchising event in Dubai, held under the patronage of Dubai Department of Economy. The **4th edition of The Global Franchise Market** will take place on the 5th and 6th November 2019, at the Dubai International Convention & Exhibition

Centre. This is a great event you should not miss.

Franchise Pool International plans to book a pavilion for our clients and offers shell scheme locations for a price of 3.000 € per brand all included (a stand size of 3 x 3 m = 9 m², all shell printings based on your templates, fascia printing with your brand name, counter, chairs, light and brochure rack)

More details can be obtained from Franchise Pool International on request. Important: for all participants we offer a Follow up service by our local FPI partner in Dubai: Shivam Sharma and his team.

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 € 290, - pp
- Price for **spouses** (including Welcome Reception and the group dinner) is € 120.- pp
- Attending Roundtable Meeting on November 3rd is € 80.- 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 3rd
- ✓ Group Dinner in the desert with Dune bashing on November 4th
- ✓ One day meeting package (including coffee breaks & business lunch)

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, 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!

