

Meet 45 countries in one room!

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? *“The leading forum for international expansion”*

Franchise is an international business driven by local needs

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 ...

Paris “la ville lumière” is our destination.

Paris is one of Europe's most beautiful cities and one of the world's leading centres for the arts, fashion, gastronomy and culture. The cityscape is characterized by the architecture of the 19th century, as well as by wide boulevards and the river Seine. As well as landmarks such as the Eiffel Tower and the 12th-century Gothic Notre-Dame Cathedral, Paris is also known for its café culture and fashion boutiques.



We can take the advantage to visit the Franchise Expo Paris, Porte de Versailles: the exhibition connects investors from 95 countries with both established and lesser known franchisors looking to expand their concepts worldwide. Recognized as the world’s leading and most diversified

franchise exhibition, Franchise Expo Paris brings together more than 500 franchise brands from 90 activity sectors and close to 40 000 potential entrepreneurs.

The Expo will be from March 22nd to March 25th.

Our Venue is **The Renaissance Hotel La Défense**, a modern 4 Star Hotel, located next to the Grand Arche at La Défense. The hotel is easy to reach by metro and only 25 minutes away from the city center. The hotel has all the amenities you would expect in modern hotel of this category, including a gym, brasserie, various restaurants and bars.

You may reserve your hotel room at the hotel’s website or call the hotel phone number and indicate that you are attending the Franchise Pool International Global Forum. The room rates for a standard room start from Eur 199.- including VAT and buffet breakfast.

The deadline for making reservations is **February 28th, 2020** (or whenever the FPI room block is filled, whichever comes first). Once the rooms we have pre-reserved are sold out, reservations will be accepted on a space and rate availability basis.

[Click here](#) for more information about the Hotel.



... When

Wednesday, March 25th

A Welcome Reception cocktail will be held on Wednesday March 25th. This will be followed by a networking dinner in one of the hotel restaurants (*cost not included in the package*).

Thursday, March 26th – Friday, March 27th

The official Forum starts at 9.00 and will end on March 27th at 18.00 .

For the evening of March 26th, we have planned a private dinner cruise on the Seine River a “must-do” experience for all Paris visitors (*included in the price*).

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

Forum Fees

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| ▪ Franchisor presenting a brand | € 690.- pp |
| ▪ Additional attendees | € 550.- pp |
| ▪ Observers | € 550, - pp |
| ▪ Spouses (<i>including Welcome Reception and the group dinner</i>) | € 200.- 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 March 25th
- ✓ Dinner river cruise on March 26th
- ✓ Two full days' meeting 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 then 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 **February 28th**

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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See you in Paris!

