

GLOBAL FRANCHISE FORUM 2018



Naples/Italy - Gateway for European Franchise Expansion

32 countries with one contact

Tuesday April 17th to Thursday April 19th, 2018



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Franchise Pool International's (FPI) Global Franchise Forum is the place to connect with a truly international team of professional franchise consultants who are ideally placed to assist your European expansion needs as well as expansion to Canada and the Middle East.

The Forum is a unique blend of information gathering, networking and professional development, providing best practice on expanding your brand internationally. Instead of traveling to each individual country, visit the Forum which offers you a platform to meet 17 specialists representing 32 countries - 26 in Europe plus the Gulf States and Canada. Combined with a comprehensive program of services and information the Forum offers you and your team the opportunity to gain greater insight into achieving your international expansion goals.



This year's motto is: **32 countries with one contact**

Many franchise systems start their international expansion driven by a request from abroad. Often, they assume - what is successful in my country could be successful in other countries, too. But that is a misconception. International expansion requires the same efforts, time, and money as if you invested in your system at home. Even if you have the right expansion strategy you need to travel extensively to get in touch with the right people in all your destination countries. FPI has a better and more economical solution: With one contact in your initial target market you reach prospects in over 30 countries. We are the experts in international franchising and we know what is needed for "expanding" your brand. 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. Working hand in hand with us as your guide FPI provides you with a greater and better understanding of the territory.

Both the opportunities and challenges for your expansion greatly multiply by targeting different countries. Each member of Franchise Pool International supports your company in managing the local franchise challenges. Our general mission is to find a master franchise partner in your target markets.



Who we are

Franchise Pool International (FPI) is Europe's leading network of specialised franchise consultants - now including partners from the Middle East and Canada. FPI consultants have the skills to support your expansion plans across 32 countries in Europe, the Middle East and Canada, providing expert local knowledge and a proven track record in successful franchise development and master franchise recruitment.

Every member of FPI offers professional local insights into their respective markets. You can rely on their long franchise experience for your successful market entry. Franchise Pool International specialists provide valuable knowledge about the opportunities and challenges for franchising across Europe through chairing sessions on key topics, such as how to identify master franchisees, lead generation and best practices in structuring master franchise programs.

**International
Franchise
& Broker
Network**

What we offer

The 2018 Naples Forum is FPI's 7th Global Master Franchise Forum and is designed to accelerate the development of your brand in Europe, Middle East and Canada. We offer fast track reviews in taking your brand internationally. We also introduce you to challenges and best practice cases. Additionally, you can take part in our "One-2-One sessions", which 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. Each individual FPI partner covers their region or country presenting you with the key characteristics of your target markets. This process enables you to initiate the planning processes necessary to achieve your international expansion goals.



The Global Forum also provides many opportunities for networking with the consultants and franchisors present. FPI is structured so as to provide you with an effective franchise development team for your European expansion. Each client has a designated FPI account manager, whose role is to liaise with his FPI colleagues and provide each client with a single point of contact for all FPI services.

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?



Master Classes

To help you to 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.



Observer

If you only want to learn more about "International expansion" but your brand is not yet ready 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 and you can network with other franchisors and our Franchise Pool International experts. That may make you ready to present your brand the year after.



Franchising in Europe and International Markets

During the Forum's opening session we will present you with an overview of the European franchising industry, including the Middle East and Canada. This will include details on the current market environment and updated key data on individual countries and markets. This session will highlight the positives but will also address the difficulties of doing business in European and international markets.

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

International Yes, but ...

A carefully designed program of master classes will explore the key "do's" and "don'ts" in developing and executing an international expansion strategy. This year's Forum will focus on issues such as: the basic requirements for international expansion, know the market you are entering, the profile for the (master) franchisee, use local knowledge to find your (master) franchisee, the legal implications.



This is just a selection of the workshops that will be presented. You will also hear about the difficulties of managing international franchisees, how to design a clear and profitable fee structure, and why cultures matter. On an individual level the FPI consultants will discuss with you the specific needs in the country they represent.

Dates and Times

Arrival is on Tuesday April 17th - at 19:00 h

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.

The Forum starts on Wednesday April 18th at 09.00 h and will end at 17.00 h on Thursday April 19th. For the evening of the 18th a surprise program followed by a social networking dinner activity is planned. We will provide you with the complete program before the conference.



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Destination

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. The Naples landscape is dominated by Vesuvius which rises almost at the center of the Gulf of Naples with the famous islands Ischia or Capri in front.

Naples spreads over several hills some of which reach 150 meters (about 500 feet) with an elevation of 450 meters (about 1,500 feet) above sea level at the highest point. It 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.

Its a must for each visitor to eat a Pizza Margherita in one the world's oldest Pizzerias. You will be delighted.



Venue

The Royal Continental Hotel is a modern 4 Star Hotel, located right on the water front opposite Castel dell'Ovo. The hotel takes advantage of its privileged location to forge out a new concept in hospitality in the city of Naples. It is only a few minutes in walking distance from the center where all sightseeing landmarks are located. The hotel also features a sea water outdoor swimming pool on the roof top, a solarium, a fitness center, a bar and a restaurant with a great view.



You may reserve your hotel room at the hotels website or call the hotel phone number and indicate that you are attending the Annual Franchise Pool International Global Forum. The room rates for a standard room start from EUR 160.- for a single room including buffet breakfast and EUR 179.- for a double room (excluding local city tax). The rooms with sea view are a little bit more.



The deadline for making reservations is February 28th (or when 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. For more information about the Hotel visit <http://www.royalgroup.it/royalcontinental/en>



Language The working language of the Forum will be English. 

Registration Fees:

- Basic price for a franchisor presenting a brand € 590,-
- Observers and additional attendees pay a fee of € 450, - per person.
- Price for spouses (including Welcome Reception and the group dinner) is € 150,-.

Forum registration fees includes:

- Opportunity to present your brand (not for observers)
- Attend all presentations and master classes
- Individual meetings with all FPI members
- Forum working material include
- Welcome reception on April 19th 2018
- Group dinner on April 19th 2018
- Two full days' forum package (including coffee breaks & business lunches)



Registration & Payment Fees:

Please note that due to time constraints at the Forum, the number of participating brands is strictly limited. Subscriptions must be sponsored by your local FPI consultant and will be dealt with on a first come, first served basis. Registrations for the Global Master Franchise Forum close 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 or directly to the Franchise Pool International Head office in Germany. You may also register online at www.franchisepool.org. Go to the Events tab and select 'forum'.

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.

Social Program A Welcome Reception will be held on Tuesday April 17th at 19:00 h. This will be followed by a networking dinner in a nearby restaurant (cost not included in the package). A social program with a group dinner, included in the Forum package, is offered on April 18th. The venue is a surprise but we guarantee a lot of fun!

Invoice 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.

Enquiries If you have any questions please direct all enquiries to the:

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