



## **Aleš Tulpa**

**International franchise advisor and consultant,  
Owner and CEO of the company AVEX systems**

Mr. Aleš Tulpa is a Prague University of Economics graduate, focused on marketing and business. After moving to Germany in 1984, where he spent the greatest part of his career, he managed as a General Manager several German companies such as QUELLE, responsible for the Czech and Slovak Republic, OBI (chain of DIY- stores, one of the best franchise concept in Europe), responsible for the Czech Republic, Poland and Hungary or Lasselsberger Europe. Since 2004 he has been running his own business AVEX systems with its focus on international franchise development, brokerage and consulting. From 2007 to 2010 he was an owner and General Manager of AVEX BAUMARKT, a company that developed a new franchise retail concept for small and medium-sized towns. This network of Do-It-Yourself stores is now successfully developed on the Czech market under the brand UNI HOBBY.

Mr. Tulpa was also the President of the Czech Franchise Association and a member of the Board of Directors of the European Franchise Federation (EFF). Since 2006 he has been a member of a network of international franchise consultants and brokers called Franchise Pool International (FPI), where he represents as a Franchise expert the Czech and Slovak Republic. Currently this network covers over 47 countries in Europe, North America, South East Asia, Middle East and South African markets.

From 2006 to 2016, he was a cooperation partner of SYNCON, Austria - International Franchise Consultants.

In 2006 he developed and in the period from 2007 to 2012 he realized together with the company Brno Fairs the largest fair of franchise opportunities - Franchise Expo - in the Czech and Slovak Republic called FRANCHISE MEETING POINT (7 times in a row every year, 60 franchise systems from many countries and 4,000 visitors every year, interesting elaborate program:100+ presentations and lectures organized by AVEX systems).

You can find an article about Mr. Tulpa written in a book of personalities OXFORD ENCYCLOPEDIA CZECH AND SLOVAK REPUBLIC for his great contribution and success in the field of Franchise Business.

Ales Tulpa has unrivalled practical experiences in international franchising and has been operating in this field since 1990. He is now recognised as one of the leading authorities and consultants on international franchising in the Czech and Slovak Republic.

His 30 years' franchising experience include successful management of international franchise companies, building and selling master franchise licences as well as European wide management of a leading franchise network. Since 2004, Ales Tulpa, as a founder, owner and CEO, has been working as an international franchise consultant in the company AVEX systems, one of Czech's leading franchise consultancies. During this period, he has successfully recruited Czech and Slovak master franchisees for international Franchise brands from Europe and the USA.

He also established another business which works primarily with individuals who wish to consider becoming master franchisees or franchisees, and helps them to find best-fit franchise brands in which to invest.

He advises founders and top management of Czech brands/franchisors in their business transformation or franchise development and equip them with best practical advice and recommendations for the build, optimization or acceleration of their franchise business in the Czech and Slovak Republic or in their international expansion.

**Contact information:**



**Mr. Ales Tulpa**

**Phone number: +420 724 007 505**

**E-Mail: [ales.tulpa@avexsystems.eu](mailto:ales.tulpa@avexsystems.eu)**

**[www.avexsystems.cz](http://www.avexsystems.cz), [www.masterkonference.cz](http://www.masterkonference.cz)**

**AVEX systems s. r. o. (limited liability company), Písnické zahrady 441,  
142 00 Praha 4, Czech Republic**