

11th Global Franchise Forum

Frankfurt – Germany

November 9 – 10, 2023

Meet over 25 countries in one room!

FPI – Franchise Pool International is Europe's leading network of specialized franchise consultants, including partners from the Middle East.

The Global Franchise Forum used to be held twice a year before the COVID years and is now back for the first time, in cooperation with the International Franchise Expo Germany in Frankfurt: 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 12 partners representing over 25 countries.

Our motto? "The leading forum for international expansion in Europe"

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.

Participate in the Global Franchise Forum:

➤ **"Hot Topic" ROUNDTABLE SESSIONS**

Engage in thought-provoking roundtable discussions with seasoned professionals and industry experts. Gain practical knowledge on market entry strategies, legal frameworks, cultural adaptation, and operational excellence in different regions.

➤ **BRAND PRESENTATIONS**

Present your brand to a selected audience of highly qualified franchise brokers and consultants and watch how other franchisors present what they have to offer to find their way in the international franchise world.

However, if your brand is not ready yet for international expansion, you are invited to attend the same program as an **observer** without presenting your concept. You can learn from other brands describing their international expansion and you can network with other franchisors and our Franchise Pool International partners: this may be a springboard to present your brand next year!

➤ **ONE-ON-ONE SESSIONS**

"One-On-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.

➤ **SOCIAL NETWORKING**

You are invited to the international receptions in cooperation with the U.S. Foreign Commercial Service, the German Franchise Association and Franchise Expo Germany to give you the opportunity to meet FPI members and representatives of the other brands in a relaxed environment but also the international franchise community meeting at the International Franchise Expo in Frankfurt.

Where

Messe Frankfurt, Halle 4 (see **attached** map of expo area Frankfurt)

When

Global Forum Forum	November 9 - 10
Franchise Expo Germany (FEX)	November 9 - 11

November 9:

Welcome / Registration	08:30 – 09:00
Brand Presentations	09:00 – 17:30
International Reception	18:00 – 19:00

optional: dinner with FPI members

November 10:

Roundtable Sessions	09:00 – 10:00
Guided FEX tour with press/media	10:00 – 10:30
Brand Presentations	11:00 – 13:00
One-on-one meetings	14:00 – 17:00

optional: dinner with FPI members

Number of brands as presenters	maximally 18*
Number of brands as observers	maximally 10

Registration fees** (including coffee breaks & lunches & International Reception)

Price for presenters:	900 €**
Price for observers:	450 €**
Price for additional attendees/spouses	200 €**

*presentation slots for presenters are on first-come-first-serve basis

**VAT might apply in addition

***non-refundable after September 10, 2023

Accommodation:

We recommend the following hotels which are all in walking distance to the Expo Center Frankfurt and to each other:

Premier Inn Messe Frankfurt

<https://www.premierinn.com/de/de/hotels/deutschland/hessen/frankfurt/frankfurt-messe.html>

Motel One Messe Frankfurt

<https://www.motel-one.com/de/hotels/frankfurt/hotel-frankfurt-messe/>

Maritim Hotel Frankfurt

<https://www.maritim.de/de/hotels/deutschland/hotel-frankfurt/unser-hotel>

For more information contact your local FPI partner or visit www.franchiseinternational.net