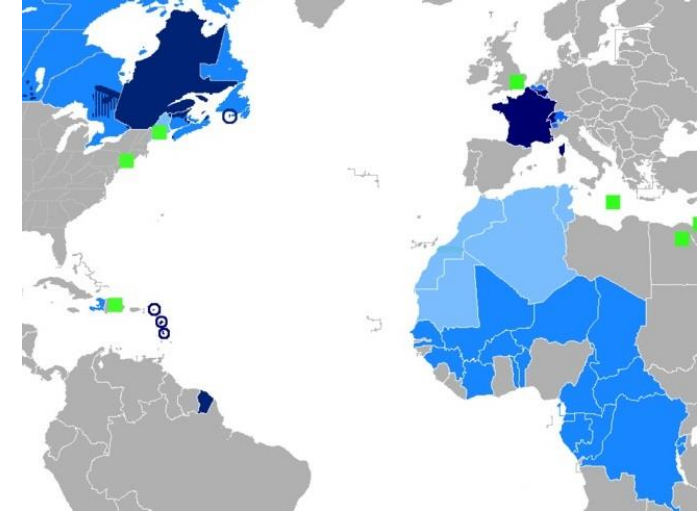




FRANCHISE
BUSINESS CLUB



The 1st e-congress of the francophone franchise

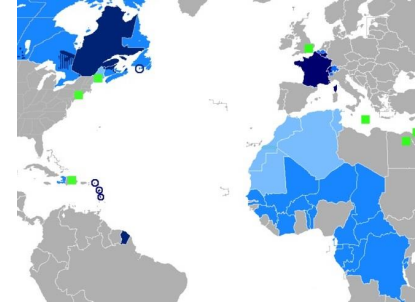
from Monday 21 to Friday 25 September 2020

An extraordinary moment of experience sharing

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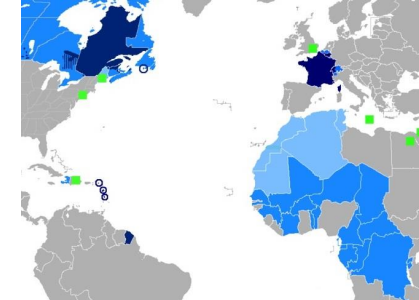
Who is the 1st e-congress of the French-speaking franchise intended for?

- **The franchise of each country is presented to :**
 - franchisors wishing to set up there
 - entrepreneurs wishing to import a franchise
 - those who think of emigrating there or returning to family sources
 - network professionals eager to learn and network ...
- **In the Maghreb and in sub-Saharan Africa, the congress also wants:**
 - participate in the development of existing local franchisors
 - assist in the creation of new national franchisors
 - bring together brands and potential future franchisees

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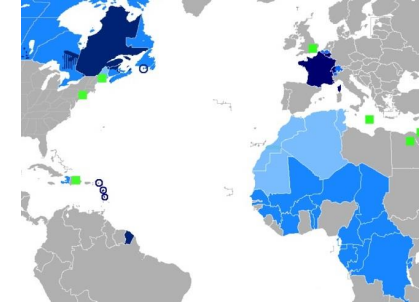
Which countries are presented?

Countries	Focus of presentations
Belgium, sept 21st	The Belgian franchise exports and imports The market is very competitive with the particularity of bilingualism accompanied by important cultural differences
Québec – Canada , Sept 25th	Same as Belgium
Maghreb special Tunisia and Algeria , sept 22 nd	Different degrees of maturity between Morocco, Algeria and Tunisia More importing than exporting markets (for now) Significant local potential Development needs of local franchises What actions to develop the franchise
Sub-Saharan Africa UEMOA et CEMAC , sept 23rd	Same as Maghreb
France , Sept 24th	The French franchise exports The market is very competitive but also imports franchises

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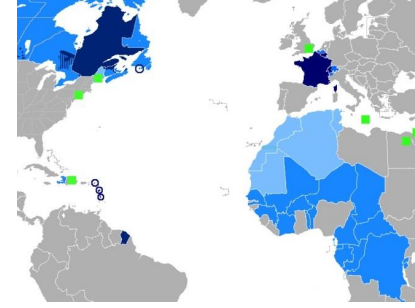
Who speaks at the 1st e-congress of the francophone franchise

- **The speakers are experienced network and franchise professionals:**
 - Great witnesses. They are franchisors, Master-franchisees, Multi-franchisees ...
 - Franchise experts from the countries concerned or international franchising
 - Lawyers from these countries or international franchise practitioners
 - Pros able to find candidates and others who can provide local oversight
 - Experienced "knowledgeable" capable of helping locally in the creation of the business, its financing, the resolution of administrative, customs or local cultural difficulties
 - Etc.

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The main partners of the 1st e-congress
of the French-speaking franchise

Deloitte.



Frankey



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