

PRESENTATION OF FOREIGN FRANCHISE SYSTEMS

The Czech Franchise Association invites you to an event of great interest – a presentation of foreign franchise systems interested in entering Czech and Slovak markets. They are looking for master-franchisees and franchising partners.

- Do you want to become an independent entrepreneur with the support of a successful foreign franchising network?
- Are you interesting in franchising and are you looking for a suitable partner and a well-known brand? Are you seeking advice regarding franchising, laws and taxes?

We offer solutions and answers to your questions!

When and where: 1st April 2008, from 9 a.m. **TOP Hotel Praha**, Blažimská 1781/4, 149 00 Praha 4
Programme:

- 09.00 - 9.15 **Current situation and future of franchising in the Czech Republic, increasing interest of foreign franchise systems in Czech market, importance and role of the Czech Franchise Association for the development of franchising in the Czech Republic**
Jiří Lošťák, the Member of the Board of Directors of the Czech Franchise Association, the Franchise Consultant
- 09.15 - 09.30 **Introduction to master-franchise issues and the expansion strategy of foreign franchise systems.**
Aleš Tulpa, the International Franchise Consultant, AVEX systems
- 09.30 - 10.00 **Legal aspects of franchising in the Czech Republic**
Martina Zímová, LL.M, NÖRR STIEFENHOFER LUTZ
- 10.00 - 12.00 **Presentation of approx. 20 foreign franchise concepts entering the Czech and Slovak markets and looking for partners, master-franchisee or franchisee in the following areas:**
- **Restaurants, cafés, fast food** – e.g. Cup&Cino, Vapiano, Le Pain Quotidien (bakery founded on BIO bread), Fratelli La Buffala (steak house)
 - **Textiles and other retail** – e.g. Baby One (specialized supermarket for children), Jack Wolfskin (specialised outdoor equipment retailer), AVEX Baumarkt (hobby markets for small and medium sized towns in Czech and Slovak Republic)
 - **Health food and wellness** – Dragonfly (Asian day spa)
 - **Other services** – NBB / National Business Brokers, Accive insurance (international insurance network), Esinov (introduction of IT technologies), Bioqual (Hygiene and safety of foodstuffs), Elevus (international HR consultancy), Teamvision (Franchising consultancy), Aussie Pet Mobile (mobile dog saloon), 4 Refuel (mobile equipment for the management of fuel consumption) or ERA /Expense Reduction Analysts (international cost management consultancy for companies), Lingua-World, Real Estate Network RE/MAX, Škorcová etc.



You will have a unique opportunity to obtain all the necessary information on the purchase of a franchise from renowned foreign franchisors.

You will learn more about: the market opportunities offered by these systems, the help and support offered by the franchisor's head office to franchisees, the necessary initial investment for the purchase and the operation of a franchise, franchising fees, the projected structure of costs and yields in the initial years of the franchise operation, the franchise development plan.

Franchising concepts will be presented by the following representatives:

R.G. Kirst, Managing director of Franchise Pool International, Germany

Arnd Halbach, ERA, Business Development Manager

Aleš Tulpa, Jiří Lošťák, Franchise Consultants

Vojtěch Krátký, Regional Manager, RE/MAX Czech Republic

Alexandra Škorcová, CEO, Škorcová Reality

12.00 - 12.30 **Coffee break**

12.30 - 13.00 **The financing of franchising in the Czech Republic** Ing. Jana Musilová, Ing. Martin Kotek, KB

13.00 - 13.15 **Franchise Meeting Point 2008** Radek Malý, Trade Fairs Brno

13.15 - 16.00 **Opportunity for one-on-one sessions between of interested persons and the representatives of the participating franchise systems about master franchise and franchising business**

During the conference, there will also be an opportunity for consultations in the following areas:

The financing of franchising in the Czech Republic

Jana Musilová, Martin Kotek, Komerční banka

Consultation about law and franchising and master franchising

Nörr Stiefenhofer Lutz, law firm

Consultation on all other franchising business related issues

Aleš Tulpa, International Franchise Consultant, Managing Director of AVEX systems

Jiří Lošťák, Jiří Krajča, Franchise Consultants

Entry fee: 500CZK (without VAT) includes refreshment, printed materials, translations from the German language.

Payment: After the enrolment you will receive confirmation from us. Subsequently, we request the payment of 595 CZK (with VAT) to our account No. 4267217004/2700 with UniCredit Bank. Please give your ID number as variable symbol. You will receive a tax invoice at the event.

Enrolments: Česká asociace franchisingu, Opletalova 6, 110 00 Praha 1, or online at www.czech-franchise.cz. The number of participants is limited by the seating capacity of the ballroom.

Project partners:

General partner:



Partners:



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