EUROPEAN CONFERENCE
FRANCHISING 2012
INNOVATION, INTERNET & CROSS-BORDER GROWTH

THURSDAY, NOVEMBER 29, 2012
08:30 - 17:00

THON HOTEL BRUSSELS EU
rue de la loi 75 - b-1040 brussels, belgium
www.thonhotels.com/eu

The EFF is a member of:

EuroCommerce

World Franchise Council
THURSDAY 29 NOVEMBER 2012

8:30 REGISTRATION
Conference Front Desk

9:00 - 9:15 WELCOME-OPENING ADDRESS
Guy GRAS
Director of the Legal Dept. of the Group YVES ROCHER
Chairman of the European Franchise Federation
Past Chairman of the French Franchise Federation

9:15 - 9:30 INTRODUCTION
The Economic Impact of franchising in figures
Carol CHOPRA
Executive Director of the European Franchise Federation

9:30 - 11:00 PANEL 1
Innovation for Sustainable Growth in Franchising
Panelists:
- YVES ROCHER (France) - Guy GRAS, Director of the Legal Department
- TAXASSIST (UK) - Karl SANDALL, FCIB, Chief Executive
- ACCOR HOSPITALITY (Italy) - Nicola FOSCHINI, Director Franchise Development
- NORDSEE Int’l (Germany) - Stal HEGGELUND, Executive Director
Moderator: Mike GODDARD - BELVOIR Lettings, UK, Founder & CEO

11:00 - 11:30 COFFEE BREAK

11:30 - 13:00 PANEL 2
Franchising & the Internet: Managing Sales, use of Social Media, etc.
Panelists:
- YVES ROCHER (France) - Guy GRAS, Director of the Legal Department
- GOODYEAR DUNLOP Int’l. (Germany) - Stefano RIVERA, Managing Director Retail
Moderator: John PRATT, Legal Counsel to the British Franchise Council, Hamilton Pratt, UK
13:00 - 14:15  LUNCH

14:15 - 15:45  PANEL 3
CROSS-BORDER FRANCHISING in EUROPE
Successes & challenges

Panelists:
- MAIL BOXES Etc. (Int’l) - Paolo FIORELLI, CEO
- PIRTEK Europe - Dr Kelvin ROBERTS, Chairman
- BODY CREATOR (Croatia) - Ljiljana KUKEKS, CEO
- VAPIANO FRANCHISING Int’l (Germany) - Mario BAUER, CEO
- SIMIT SARAYI (Turkey) - Haluk OKUTUR, President

Moderator: Nicola FOSCHINI, ACCOR HOSPITALITY (Italy)
Director Franchise Development

15:45 - 16:15  KEYNOTE SPEAKER
Denis HENNEQUIN
GROUP ACCOR - President

16:15 - 16:30  Closing Address
Guy GRAS
Director of the Legal Dept. of the Group YVES ROCHER
Chairman of the European Franchise Federation
Past Chairman of the French Franchise Federation

16:30  Cocktails

Next page: synopsis of each Panel.
Panel 1: Innovation for Sustainable Growth in Franchising

Background to this Theme

In the EU’s long-term program for the growth of the European economy (EUROPE 2020), the EU emphasises the importance of supporting the growth of SMEs and with it the creation of new SMEs and more employment.

In January 2012, the European Commission published a Study on the SMEs' impact on the EU labour market. Its results show that between 2002 & 2010, 85% of new jobs in the EU were created by SMEs.

Quite understandably in a competitive and global market, the EU funding programs for SMEs target in particular SMEs that INNOVATE, meaning by that «high/hard innovation» developed through Research and Development.

However, a significant portion of SMEs hailed as the «backbone of the EU economy» does not found their growth on hard innovation but on what some call «soft innovation» which includes business, management and marketing strategies, development of strategic «know how», etc.

Such companies, with proven track records of growth, should be eligible for possibly new sources of EU funding for SMEs.

In franchising, the competitive edge of a network of independent entrepreneurs is achieved by the innovative and evolving «know how» developed by the head company, the franchisor, and contractually transferred to each franchisee.

The object of this panel is to discuss:

- The meaning and economic impact of INNOVATION in the context of franchising
- What is common in the innovation of product and service franchises
- Identifying the factors that contribute to making franchised companies «innovative»
- Is innovation in SMEs determined by «evolution» or «revolution» or can it be both?
- Identifying the development and transmission of «know how» as key to the competitiveness of franchise businesses
- Explaining by what legal means a franchisor’s know how must be protected and how this protection, when needed, is more of a pro-competition mechanism than an anti-competition mechanism

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1 See SME Performance Review: http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/performance-review/index_en.htm#h2-1
Panel 2: Franchising & the Internet

Background to this theme

For the Single Market to unleash the potential of the sales of its goods and services across the EU-27, sales as well as the information and promotion of sales via the internet (e-commerce) is an economic, technological and social necessity. The EU aims to turn necessity into EU-wide reality through its various economic programs and legislations.

At the same time, businesses founded on a brand, IPRs, sales of a full management package accompanied by the transfer of proprietary know how and assistance to a network of independent entrepreneurs, such as in franchising, are allowed to assure the legal protection of their assets, if necessary, through the use of contractual clauses in their franchise agreements which restrict undue potential competition to these assets. These types of clauses are known in competition law as «vertical restraints».

The object of this panel is to discuss:

- For a franchise network, the opportunities and challenges of using the internet for sales and/or for communication (internal, external, intranet, social networks, etc.)
- How to balance the rights and obligations of franchisor and franchises in view of protecting the rights, identity, reputation of a franchise network
- How to share the proceeds of on-line sales
- What Guidelines should/could a franchisor set out for the use of these multiple on-line tools for communication (social media) and/or for sales (e-commerce, m-commerce) by his franchisees?
- The scope & reality of costs/investments of setting up a sales platform in a franchise system

Panel 3: Cross-border Franchising in Europe

Successes & Challenges - Case studies

The object of this panel is to discuss:

- The dynamics that lead a franchise to cross-border expansion
- The strategic choices made at different stages of international development (do the strategies change and if so, why)
- The successes & the factors of eventual failure
- And to showcase examples of franchise brands that are recognised European players

Practical Information and Registration FORM on next pages.
PRACTICAL INFORMATION AND CONDITIONS OF REGISTRATION

- **VENUE**: The Conference will take place at the Thon Hotel Brussels EU, Rue de la Loi 75 - B-1040 Brussels, Belgium - [www.thonhotels.com/eu](http://www.thonhotels.com/eu)

- **The Conference Front Desk** will be open as of 8:30 on 29 November 2012. Registered attendees will be given their badge and conference file.

- **TRANSLATION**: The Conference will be translated simultaneously into/from three languages: English, German and French.

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- **REGISTRATION FEES** per person:
  - Euro 290: members (full or affiliate) of the EFF’s associations
  - Euro 390: others

  The individual fee comprises: attendance to the Conference, conference file, lunch, coffee/tea at pauses.

- **PAYMENT**: by bank transfer ONLY. Last payment receivable by November 26, 2012.

  Reference to mention: «EFF CONF 2012».

  Payable to: EFF, 179 avenue Louise, B-1050 Brussels, Belgium

  IBAN: BE39001384434419  
  SWIFT/BIC: GEBABEBB

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- **ACCOMODATION**: Rooms are available for one (1) night (28/11/2012) at preferential rates.

  **RATES**:  
  Classic Room SINGLE: 160 Euro/night
  Classic Room DOUBLE: 180 Euro/night

  Please BOOK BEFORE SEPTEMBER 25, 2012, and use the RESERVATION FORM which is separate from this document.

  50% of the rooms will be released on September 26th, and 100% on September 28, 2012.

  Cancellation policy of reserved rooms by the client: see Reservation FORM.

  - No show = late cancellation 100% due
  - Any alteration of reservations shall be subjected to written confirmation.

  Please make your personal RESERVATIONS directly to Tel: 0032 2 7007858
  Fax: 0032 2 7007850 • lauriane.beriol@thonhotels.be (Ms. Lauriane BERIOL)

  Specify «EFF Conference 29/11/2012»

  The EFF takes no responsibility of any kind for hotel room reservations and payments.
CONFERENCE REGISTRATION FORM

Please fill out and return to:
info@eff-franchise.com or Fax + 32 520 17 35

1. Full Name: ............................................
   Company/organization: .....................................
   Website address: ..........................................
   Function in C°/org.: ........................................
   e-mail: ...................................................
   Tel./mobile: ......................... Fax: ..................................

2. Full Name: ............................................
   Company/organization: .....................................
   Website address: ..........................................
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   e-mail: ...................................................
   Tel./mobile: ......................... Fax: ..................................

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   e-mail: ...................................................
   Tel./mobile: ......................... Fax: ..................................

Closing date of registrations for the conference: November 22, 2012
EFF's telephone number: +32 (0)2 520 16 07

This is NOT the Hotel Registration form. The Hotel Reservation FORM is separate (see e-mail). It must be completed and sent directly to the Hotel THON EU (see p. 6/7).