



# FRANCHISING FORUM 2008

**When and where:** 29<sup>th</sup> May 2008, from 9 a.m. Kongresové centrum, 5. Května 65, 140 21 Praha 4

The Czech Franchise Association (ČAF) invites you to 7<sup>th</sup> international meeting, which will bring you up-to-date with information and knowledge of franchising business. It is a meeting of experts, people interested in franchising, successful franchisors and franchisees. The focus is on expanding Czech and Slovak markets. The theme of the conference will be the development of the globalisation, the disappearance of trade borders and the rapid development in trends of cooperation trends in society.

**Motto:** „...It is better to think properly once and to apply hundred times than to think a hundred times and to apply hundred times... Franchising is the system, in which it is better for one hundred small entrepreneurs to take up an elaborate and proven form of the franchise system instead of thinking about the best form of the enterprise.  
“Manfred Maus, founder of OBI and honourable president of the European Franchise Federation

08.30 - 09.00 **Registration**

- 09.00 - 09.15 **Franchising in the Czech Republic, interest of foreign systems in Czech market, significance and duties of the Czech Franchise Association for the development of franchising in the Czech Rep.**  
Jiří Lošťák, Member of the Board of Directors of the Czech Franchise Association
- 09.15 - 09.30 **How do franchise concepts enter new markets? Practical examples.**  
Martin Jonáš, Managing Director PROFIT System franchise service
- 09.30 - 10.00 **Legal and tax aspects of franchising in the Czech Republic**  
Nörr Stiefenhofer Lutz  
CMS Cameron McKenna
- 10.00 - 10.30 **Financing of franchise business in the Czech Republic**  
Monika Truchliková, Komerční banka
- 10.30 - 11.00 **Coffee break and refreshment**
- 11.00 - 11.15 **Task and role of a franchising advisor in the franchise business**  
- for persons interested in franchise, for franchisors – franchise systems  
Aleš Tulpa, International Franchising Advisor, AVEX systems
- 11.15 - 11.30 **Development and experiences of franchising in Poland**  
Arkadiusz Slodkowski, Member of the Board of Directors of the Polish Franchise Association
- 11.30 - 14.00 **Presentation of franchise concepts – new opportunities for Czech entrepreneurs in following areas:**
- **Education services - Helen Doron Early English** - English learning method that allows children to absorb - English in exactly the same way they learn their mother tongue - with confidence and ease, **JUM-ICAR** - safety training for children
  - **Consumer goods retailing** – e.g. **OFFICE 1 Superstore** – shops with of office products, **Cartridge-world** – shops with consumables for printers
  - **Retail network - food supplements** - **VITALAND** – sale of vitamins, minerals, joint preparations, preparations for slimming and last but not least sport nutrition
  - **Retail network - personal cosmetics and cosmetics for the home** - **L'OCCITANE** top products for skin care and body care with natural ingredients
  - **Other retail** – **STAVOODBYT** – network with construction and building products
  - **Restaurants, cafes and fast food** – network of cafes with BIO products **BIO CAFES**
  - **Services in the area of healthfoods and body care** – e.g. **NATURHOUSE** – services, natural products, diet food
  - **Real estate services** – e.g. real estate network **ADDRESS REAL ESTATE**, **ARDEN Reality**



**It is an opportunity to obtain information about the possibilities, how to buy a franchise licence of renowned brands.**

**You will learn above all:** What possibilities do these systems offer on the market? What help and support does a franchise headquarters give to franchisees? What is the initial level of investment for the purchase and operation of franchise system, franchise fees, projected costs and yield structure in the first years of operation of a franchise concept and the development plan of a franchise system?

14.00 - 14.30 **Coffee break and refreshment**

14.30 - 16.00

**Running simultaneously:**

**Individual consultations for people interested in master franchise and franchise business with all representatives of the presented brands about conditions for cooperation**

**Consultation with advisors, attorneys, tax and financial specialists in the following areas:**

- **The financing of franchises in the Czech Republic, Komerční banka**
- **Consultation about: the law and franchising and master-franchising**  
Nörr Stiefenhofer Lutz, law firm  
CMS Cameron McKenna, law firm
- **Consultation on all other related issues of franchising business**  
Aleš Tulpa, International Franchising Advisor, Managing Director of AVEX systems  
Jiří Lošťák, Jiří Krajča, Franchising Advisors

**Organiser:** The Czech Franchise Association, Opletalova 6, 110 00 Praha 1  
Enrolments **on line at [www.czech-franchise.cz](http://www.czech-franchise.cz)**

**General partner:**



**Organiser:**



**Partners:**

**C/M/S/ Cameron McKenna**

**NÖRR STIEFENHOFER LUTZ**



**Media partners:**

