



EUROPEAN FRANCHISE FEDERATION



INTERNATIONAL FRANCHISE ASSOCIATION

International Symposium on FRANCHISING



October 24-25, 2006

Crowne Plaza Brussels City Centre • Brussels, Belgium

Preliminary Schedule of Events

Tuesday, October 24

- 8:00 – 9:00 Registration & Continental Breakfast
- 9:00 – 10:00 Opening General Session – Keynote Speaker
“Global Franchise Expansion”
- 10:15 – 11:15 Concurrent Sessions 1 & 2
> Building a Successful International Franchise Program
> Technology and Franchising
- 11:30 – 12:30 Concurrent Sessions 3 & 4
> Cross-Border Franchising in the EU
> Development Choices for Expansion
- 12:45 – 14:15 Luncheon & General Session
“EU Case Study– Values in Franchising”
- 14:30 – 15:30 Concurrent Sessions 5 & 6
> Expansion to Emerging Markets (outside Europe)
> Franchisor Support Through Systems & Training
- 15:45 – 17:15 Business Solution Roundtables
- 17:30 International Reception & Dinner

Wednesday, October 25

- 8:30 – 9:30 Continental Breakfast & General Session
“Legal Update & Country Reports”
- 9:45 – 10:45 Concurrent Sessions 7 & 8
> The Reality of the EU Single Market
> Financing of Franchising
- 11:00 – 12:00 Concurrent Sessions 9 & 10
> Entering the US Market from Europe
> Entering the EU Market from the U.S.
- 12:15 – 14:00 Luncheon & General Session
“Franchisor Case Study”
- 14:15 – 15:00 Country Roundtables
- 15:00 – 15:15 Refreshment Break
- 15:15 – 16:15 Concurrent Sessions 10 & 11
> Lead Generation of International Franchise Buyers
> Support for Master Franchise Expansion
- 16:30 – 17:30 EU Expansion – Panel of Experts
- 17:30 International Symposium Adjourns

Who Should Attend

This program is specifically designed for international franchise development professionals looking for the latest strategies for expanding their franchise systems overseas. Everyone from Presidents, CEOs, Vice Presidents, Directors and Managers will benefit from attending our Symposium. If you are seeking information on how to bring your franchise system to the next level — across borders and around the globe, this is a “must-attend” event for you.

Bonus Program for U.S. Franchise Companies!

Tap into the growing European market now by participating in an IFA-organized trade mission to Brussels and Moscow from October 26-October 31. The trade mission includes participation at the Buy Brand Franchise Expo in Moscow and one registration to attend the International

Symposium. For more information, contact Marcel Portmann, IFA Vice President, International Development, at (202) 662-0760 or mportmann@franchise.org.

Registration Fees

IFA or EFF Members @ €500 (\$US 600)

Non Members @ €700 (\$US 900)

Your registration fee includes course instruction and materials, two continental breakfasts, refreshments, two luncheons, and one evening cocktail reception and dinner. To register for the Symposium, simply complete the registration form on the reverse side and mail or fax it with payment to the IFA headquarters in Washington, DC. If you would like to pay by wire transfer, our bank details are as follows:

Chevy Chase Bank, Routing #255071981
International Franchise Association,
Acct # 211-430112-5

Hotel Information

The Crowne Plaza Brussels City Centre is located in the very heart of Brussels, next to the botanical gardens and major shopping area. The Grand Place is within walking distance and the European headquarters and NATO are just a short ride away. For more information about the hotel, please visit www.crowneplaza.com/brusselsbel. For reservations, please call the Crowne Plaza directly at +32 (0)2 203 62 00 and ask for the International Franchise Association rate of €195 (single) per night including breakfast or €25 more for a second occupant. The deadline for making reservations at the IFA rate is September 23.



ICFE Credits

Attendance at the International Symposium on Franchising confers 300 Elective credits towards the Certified Franchise Executive Program.



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Registration Form

Fee includes course instruction and materials, continental breakfasts, refreshment breaks, two luncheons, and an evening cocktail reception & dinner. Please complete one form per person.

Full Name _____ Nickname for Badge _____

Title _____


Company _____

Address _____

City _____ State _____ Postal Code _____ Country _____

Telephone _____ Fax _____

Email _____

- Check here if you do not wish to receive emails and faxes on Symposium events and issues of interest.
- Check here to subscribe to IFA SmartBrief – our free online franchising news service.
- Check here if you require assistance to participate. 

REGISTRATION FEES

Please mark the appropriate box to indicate your participation and fees. Fees are per person.

- IFA/EFF Member (Franchisor or Supplier Forum) €500 (\$US 600)
- Non Member €700 (\$US 900)

Grand Total € _____

Payment Method

Check enclosed Payable to "IFA" (Federal Tax ID #36-6108621)

Credit Card

Amex Discover Card MasterCard Visa

Account # _____

Expiration Date _____

Card Member Name _____

Signature _____

Billing Address _____

Wire Transfer

Chevy Chase Bank, Routing #255071981
International Franchise Association
Acct # 211-430112-5
(no ISAN, no SWIFT codes)

Complete and return with payments to:

EFF/IFA International Symposium
1501 K Street, NW, Suite 350
Washington, DC 20005 USA
Telephone: 202/628-8000, Fax: 202/628-0812
www.franchise.org

For Hotel Reservations:

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Cancellations

Full refunds will be granted for registrations cancelled at least 14 days in advance of the program. A 50% refund will be provided for registrations cancelled 7-14 days in advance. No refunds are permitted for cancellations less than 7 days in advance or for "no shows." All requests for refunds must be made in writing to the IFA. Substitutions are permitted at any time.