



EUROPEAN FRANCHISE FEDERATION
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EFF- IFA “International Symposium on Franchising” – October 24-25, 2006
Crown Plaza City Centre Hotel - Brussels, Belgium

July 26th, 2006

Greetings from the European Franchise Federation!

The **European Franchise Federation** and the **International Franchise Association** welcome you to attend our co-organised “International Symposium on Franchising”, October 24-25th, 2006 in Brussels, Belgium.

Franchising is a multifaceted and very dynamic means of expanding, and even internationalising, a retail or service business founded on the synergy of a franchisor and a network of franchisees, each of which operates as an independent entrepreneur.

This Conference focuses on the potentialities of franchising as a means of growing a business internationally, which in a more and more integrated Single Market of goods, services, and people has a lot of significance for the growth of Europe in terms of wealth creation and employment.

This Conference brings together the experience of the franchise community from Europe and the USA, Canada and Australia into a hard-packed two-day conference in which all of the focus is given **to those who practice franchising** – not those who can only speak about franchising.

This is a truly unique opportunity for learning, questioning, and networking with senior executives of international franchise companies.

Do take a look at our program brochure (attached) and mark this exceptional event in your October 2006 calendar!

We look forward to seeing you in Brussels shortly and sharing our know how and experience with you and your colleagues!

Sincerely,

Pierre Jeanmart
Ixina International
Chairman of the EFF