

12th Global Franchise Forum

Lisbon – Portugal

October 29 – 31, 2024

Meet over 25 countries in one room!

FPI – Franchise Pool International is Europe's leading network of specialized franchise consultants and brokers, including partners from the Gulf region, Asia and the Americas.

The Global Franchise will be held in cooperation Morais Leitão, Portugal's leading law firm. It is the place to connect with a truly international team of specialists. The Forum is a unique blend of information gathering, networking and professional development, thus providing best practice on expanding your brand internationally.

In other words, the Forum offers you a platform to meet our brokers representing over 25 countries from Europe and elsewhere.

Our motto? *"The leading forum for international expansion in Europe"*

Franchise is an international business driven by local needs

Many countries offer great opportunities for your franchise system to be successful, but you need to know how to maneuver each market's unique challenges. FPI starts by laying out what is necessary for a successful expansion and what are the legal requirements. Your FPI broker has the expertise, is familiar with the territory, knows and understands the local culture and is aware of any danger sign.

Participate in the Global Franchise Forum:

➤ **BRAND PRESENTATIONS**

Present your brand to a selected audience of highly qualified franchise brokers and consultants and watch how other franchisors present what they have to offer to find their way in the international franchise world.

However, if your brand is not ready yet for international expansion, you are invited to attend the same program as an **observer** without presenting your concept. You can learn from other brands describing their international expansion and you can network with other franchisors and our Franchise Pool International partners: this may be a springboard to present your brand next year!

➤ **ONE-ON-ONE SESSIONS**

"One-On-One sessions" are often the starting point of profitable long-term relations with individual FPI associates. You can speak to each FPI associate and discuss your questions for each country.

➤ **SOCIAL NETWORKING**

You are invited to the international welcome reception in cooperation with Portugal's leading law firm, to give you the opportunity to meet FPI members and representatives of the other brands in a relaxed environment but also the international franchise community in Lisboa. On the second evening, you are invited to dinner in Lisboa to explore one of the most fascinating capitals of Europe.

Where

Law offices of MORAIS LEITÃO, Rua. Castilho 165, 1070-050 Lisboa, Portugal,

When**October 29 - 31 2024**

October 29: Welcome reception for all participants
October 30 full day showcase and conference dinner
October 31: half day showcase, half day one-on-one meetings

Number of brands as presenters **limited, first come first serve**
Number of brands as observers unlimited

Registration fees* (including coffee breaks & lunches & International Reception)

Price for presenters: 900 €** until July 30, 1500 € from August 1
Price for observers: 450 €** until July 30, 900 € from August 1
Price for additional attendees/spouses 200 €**

*VAT might apply in addition

**non-refundable after August 29, 2024

Accommodation:

We recommend the following hotel which is close to the MORAIS LEITÃO offices and will be offering rooms at special rate:

Intercontinental Lisbon, <https://www.iclisbonhotel.com/en/>

For more information contact your local FPI partner or visit www.franchiseinternational.net