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Monday, December 11, 2006

SPECIAL OFFER – FREE BADGE for Franchise Expo Paris

Franchise Expo Paris is the leading exhibition in the master franchise market. This original event brings together all international brands looking to pass on their formula for success in the same place at the same time. Hundreds of franchising concepts in more than 75 sectors of activity are presented.

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Wednesday, December 06, 2006

New Vom Fass Affiliates in England

In November 2006 two new Vom Fass outlets have been opened in Great Britain. Mr. Thomas Buckstrout is the British Vom Fass partner who has bought the franchise licence to open a specialized Vom Fass shop in the island of Guernsey. Another shop has been recently opened in the region of West Midlands.

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Monday, November 27, 2006

Recent Developments in German Franchise Law 2005

The German Federal Supreme Court (FSC) has taken a stance in recent months in a trend-setting manner in several decisions regarding the requirements of the design of franchise contracts.

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Monday, November 27, 2006

Trademark Protection for Services is Liberalised

Comprehensive trademark-law protection is a key component of every franchise system. A prerequisite is a corresponding trademark registration application filed with the German Patent and Trademark Office (DPMA), which both specifies the signs to be protected and also the goods and services to be sold under the future trademark.

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Friday, November 24, 2006

Franchise Law in the Baltic States

The Baltics or the Baltic States consist of the three eastern European Countries Estonia, Latvia and the Lithuania. The three Baltic Nations declared their independence between 1990 and 1991 and became members of the European Union in May 1, 2004

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Friday, November 24, 2006

10 Questions and answers about the legal situation of franchising in Germany

1. How is franchising defined in Germany?

Unlike in other states, the franchise agreement in Germany is not a standard contract regulated by law, thus no statutory definition of the term 'franchising' exists.

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Thursday, November 23, 2006

Invitation to Franchise Expo Paris

One of the leading franchising exhibitions in Europe - Franchise Expo Paris - will welcome its visitors and participants on March 23-26, 2006 in Paris, France.

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Tuesday, November 21, 2006

Seminar "Doing Business in Russia and Ukraine"

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On the 8 December the Euregional Chambers of Commerce organises a business-seminar lunch about "Doing business in Russia and Ukraine".

Russia and Ukraine have become increasingly interesting markets since the last decade. Both countries have become more transparent, the investment and entrepreneurial climate has improved, tax reductions are implemented.

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Monday, November 20, 2006

How To Start a New Business in Poland with franchise-net.pl



While it is tempting to just leap into a new business because of it's exciting possibilities, a few key planning points will vastly increase your chances of success.

These steps aren't difficult, but they're easy to skip.

Many businesses ultimately depend on a slim profit margin, so planning can really help the process.

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Wednesday, November 15, 2006

ENTERING THE U.S. FRANCHISE MARKET-PERCEIVED HURDLES AND OBSTACLES

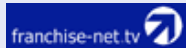


In 1994, I published an article on methods by which a foreign company could engage in franchising activities in the U.S. At the time, there were few foreign franchise operations in our country. I speculated that to a large extent this may have due to the fact that franchising as a method of distribution was a U.S. creation and that other countries were just beginning to take advantage of its benefits.

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Monday, November 13, 2006

Media site franchise-net.tv goes live!



franchise-net – a pan European company that runs a number of websites specialized in franchising, announces the launch of a new media portal

www.franchise-net.tv.

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Tuesday, October 31, 2006

"Buy Brand 2006" Welcomes To Russian Franchising

The annual exhibition "Buy Brand 2006" serves as a "mirror" of franchise development in Russia. Franchising in this country is in the beginning stages, but the opportunities it provides to entrepreneurs are not limited. The pace of franchise development in Russia is impressive – the number of people working in franchise sector is doubled annually.

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Tuesday, October 31, 2006

TOP Franchise: some facts and figures



Created in 2003 by the initiative of the Camber of Commerce and Industry of Marseille region (CCI), Top Franchise has grown considerably during the

past 3 years.

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Tuesday, October 24, 2006

Spain, a dynamic Franchise market!



The Spanish portal www.franquicia-net.es successfully went online in August 2006. The company was present at the Cordoba franchise exhibition in September and will also be represented at Spain's most important exhibition in Valencia on the 26th , 27th and 28th of October.

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Friday, October 20, 2006

TOP Franchise partner



On 6-7 November 2006 the Mediterranean Franchising Exhibition will take place in Marseille, France. Top Franchise is the second most

important franchising exhibition in France that gathers business people from many countries all over the world. It has become one the most authoritative events of the field, and it is recognized by many official institutions, numerous Mediterranean franchisors and the most renowned experts of the franchise industry.

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Tuesday, October 17, 2006

TOP Franchise conference



"The main objective of the Camber of Commerce and Industry of Marseille region (CCI) is to promote the city of Marseille as the capital of Mediterranean franchising," – declared in his speech Mr. Jacques Pfister, the president of CCI Marseille.

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Wednesday, October 11, 2006

Two Men and a Truck» - a Successful American Franchise of Moving Services!



For more than 20 years North American Company «Two Men and a Truck» operates in the market of moving services and transportation, offering to its customers a big variety of moving and packing services. The use of systems, high standards, intensive training, technology, effective marketing and very strong customer service are the company's strongest assets that allow «Two Men and a Truck» retain its leading positions in this highly competitive, generally low quality and fragmented business sector.

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Friday, September 15, 2006

Cremeria Vienna is expanding

Cremeria Vienna has expanded its sales network adding four new selling points of fresh Italian ice cream.

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Friday, September 15, 2006

A first-year profit of 60 million Euro for Attica, The Department Store

Attica, The department Store achieved a profit of 1,6 million Euro over the first year of its operation. It is estimated that from 07.04.2005 to 31.03.2006 sales reached 60 million Euro.

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Wednesday, August 30, 2006

New German General Anti-Discrimination Act (AGG)

It is likely that a new Act will shortly have decisive influence on domestic franchise-systems as well as foreign master-franchisors active in Germany. The Federal Government tabled a Bill on 18 May 2006 entitled "Act for the implementation of European Directives regarding the realisation of the principle of equality of treatment" (BR-Drucks. 329/06) which became effective in August 2006 and is now being called the General Anti-Discrimination Act (AGG).

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