



Master Franchise Conference Prague 2016

MASTER FRANCHISE CONFERENCE IN PRAGUE held on 8th November 2016

The Master Franchise Conference, held on 8th November 2016 in Prague, was an outstanding success! In attendance were 125 participants with an interest in franchising from the Czech Republic and Slovakia, 16 new franchise systems from 7 different countries were introduced.

“The Master Franchise Conference was organized by AVEX systems and Franchise&Retail Accademy - the companies of specialised franchise consultants and brokers and the members of ČAF - Czech Franchise Association - together with a lot of partners of this conference“ commented Aleš Tulpa, the owner and CEO of AVEX systems. **125 participants** from the Czech Republic and Slovakia, interested in master-franchise or franchise licenses, were able to choose from 16 presented franchise systems.

During one day of the conference, a limited number of participating brands enjoyed the unique opportunity of presenting their concepts to qualified investors, potential master-franchisees or franchisees from the Czech and Slovak Republic. The Master Franchise Conference in Prague offered an excellent possibility for potential investors to hear first-hand the success stories of the presented brands and for the franchisors to have direct contact with a number of qualified master-franchise candidates.

This franchise event was organised in cooperation with some very interesting media partners like radio stations ZET/BBC News and BBC World Service in the Czech Republic, Radios Evropa 2 (Europe 2) and Frekvence 1, the Franchise-Portals TOPFranchising and Franchise Portal.de, the Czech and Slovak Franchise Associations and the magazine Brands&Stories - focused on entrepreneurs in the Czech and Slovak Republic,

Further information about the Master Franchise Conference 2016 and the presented franchise brands can be found on **www.master-konference.cz** or in the franchise catalogue available at **www.avexsystems.eu**. Detailed materials concerning all international franchise systems can be obtained by contacting **Aleš Tulpa** (**ales.tulpa@avexsystems.eu**), deputy of all these franchise systems in the Czech and Slovak markets.

The organizers would like to thank not only all participants for their attendance at this popular event, the representatives of the franchise brands who presented their brands at the conference, but also the partners of this very successful master franchise event in Prague, for their support and excellent cooperation.