

# Master franchise konference 2014

## MASTER FRANCHISE CONFERENCE IN PRAGUE held on 11th November 2014

### A BRIEF GLANCE AT THIS YEAR

**By all accounts, the 2014 MASTER FRANCHISE CONFERENCE, held on 11th November 2014 in Prague, was an outstanding success! In attendance were 126 participants with an interest in franchising from the Czech Republic and Slovakia, 13 new franchise systems from 7 other countries were introduced.**

“The Master Franchise Conference was held in conjunction with Road Show Europe 2014, organized by international organization Franchise Pool International (FPI), together with AVEX systems - a member of ČAF and also a partner of this association of reputable franchise consultants operating in 27 European countries” commented Ing. Aleš Tulpa, organizer of the conference in Prague.

126 participants from the Czech Republic and Slovakia, interested in master-franchise or franchise licences, were able to choose from 12 presented franchise concepts.

Representatives of international franchise systems, including Mr. Obermüller and Mrs. Schützler of **Tiroler**, Austria (the specialist for the best handmade alpine farming products from the Europe – region Tyrol), Mr. Domscheit of **Burger me**, Germany (the home delivery concept and catering company for juicy, freshly made burgers and fresh crisp salads), Mrs. Becic and Mrs. Müllander of **ANKER**, Austria (the franchise system of bakeries that offers new business opportunity), Mr. Juan Carlos Agulló of **Bebe de Paris**, Spain (leader in the Spanish baby gift e-commerce sector) and Mr. Pesta of **Kid´s & Us**, Czech Republic (new revolutionary Spanish concept for English education and tutoring of small children), came to Prague to introduce their systems.

Furthermore, participants were also given the opportunity to hear first-hand about successful and interesting concepts including **ComForcare**, USA (dedicated to caring for seniors in their home environment), **Nails cube**, Italy (caring for beautiful hands and nails), **Mrs. Sporty**, Germany (highly successful health and fitness clubs with its lead representative none other than Steffi Graf, former world No.1 tennis player), **TCollege**, Switzerland (Swiss quality education with tried and tested educational strategy), **Das Futterhaus**, Germany (the franchise concept for pet stores with more than 290 stores in Germany and 28 stores in Austria), **Tutti frutti**, USA (the franchise concept combined the best quality frozen yogurt, an amazing

choice of toppings and the only 100% self-service system), **Palmie bistro**, Greece (network of bars and cafes with imaginative design and attractive offer of Greek and international meals), **Cafe Frei**, Hungary (network of restaurants and cafes with unforgettable atmosphere).

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

**Aleš Tulpa would like to thank not only all participants for their attendance at this popular event, but also the partners of this very successful master conference in Prague, for their support and excellent cooperation.**