
MASTER FRANCHISE CONFERENCE

A BRIEF GLANCE AT THIS YEAR

By all accounts, the **MASTER FRANCHISE CONFERENCE**, held on 6th November 2013 in Prague, was an outstanding success! In attendance were 62 participants with an interest in franchising from the Czech Republic and Slovakia, with 14 new franchise systems from 7 other countries introduced.

“The Master Franchise Conference was held in conjunction with **Road Show Europa 2013**, 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, co-organizer of the conference in Prague. Additional organizers of the conference were Baker & McKenzie, Bright Element and WSI.

62 participants from the Czech Republic and Slovakia, interested in master-franchise licences, were able to choose from 14 presented franchise systems.

Representatives of international franchise systems, including Josph Manuczak of **ChemDry**, USA; Gemma Rafel of **Kids&Us**, Spain; Alexia Koutroulia of **Palmie bistro**, Greece; and Lesley Jarrad from **Tutor doctor**, Canada, 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; **backWERK**, Germany; **Chi-Chi's**, USA; **Carl's Jr.**, USA (largest American “Hamburger Quick Service” concept); **Chris'n Peters**, Germany (caring for beautiful hands and nails); **City-map**, Germany (information portal for various regions); **Go Pasta**, Holland (fast food chain offering delicious Italian cuisine); **City Fashion**, Serbia (chain of fashion jewellery stores, full of emotions and ideas); **Airlux** (Swiss concept stores with innovative bedding systems), **Mrs. Sporty** (highly successful health and fitness associations with its lead representative none other than Steffi Graf, former world No. 1 tennis player ; and **Health&Friends** (German chain of health, beauty and prevention salons).

A perspective by American system **ComForcare**, dedicated to caring for seniors in their home environment, seemed to enjoy the greatest success among participants, followed by the new revolutionary Spanish concept for tutoring of small children - **Kids&Us**. Other successful companies were **Chi-Chi's** - with its network of Tex-Mex restaurants with unforgettable atmosphere and “all you can eat” offer; **Palmie bistro** - network of bars and cafes with imaginative design and attractive offer of Greek and international meals; and **backWERK** - the most successful franchise chain of bakery products stores in Germany.

Further information about the franchise master conference 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 the Czech and Slovak markets. Aleš would like to thank not only all participants for their attendance at this popular event, but also the co-organizers and partners of this very successful master conference in Prague, for their support and excellent cooperation.