

MASTERCLASS

for International Growth & Franchising

for business owners, entrepreneurs & Senior Management responsible for growing the business

- Have you ever thought of opening your concept outside of your home market?
- Have you ever received franchise requests and don't know how to deal with them?
- Do you want to find out if your company structure is ready to grow internationally?

Learn the tricks & tips from true international experts sharing their experience. We will discuss the key negotiation points for franchise agreements as well as international brand protection strategies.

Course Objectives & Participant Benefits

By the end of this seminar, participants will be able to:

- Better understand the complex environment of International Franchising as well as the mechanics, advantages and disadvantages of international growth
- Define the necessary to dos within their company and understand which framework needs to be provided to support international growth with own restaurants or franchising
- Apply key success factors of international developed brands for their own company
- Identify strategies and different options to grow the business internationally

New for Internorga 2019: Masterclass Franchising

Friday, March 15th, 2019, 9 am - 1 pm, Hamburg Messe, Germany
Room Osaka, Exhibition Site, Central Entrance, Messeplatz 1

Participation fees (including Internorga ticket, download material and light business lunch)

- Masterclass: €350 per person
- Masterclass package, including International Foodservice-Forum on 14th of March: €790 per person

Details/Booking:

www.internorga.com/en/conferences/masterclass-for-international-growth-franchising/



Hosted/moderated by:

Mario C. Bauer, entrepreneur and advisor to Vapiano. For almost a decade he was responsible at Vapiano as an executive for international growth & partnerships. He and his team have opened and continue to operate over 200 restaurants

in 33 countries. His current adventure is Curtice Brothers, an organic boutique ketchup cooked in Tuscany (www.curticebrothers.com), where he can live up to this credo, that in life only two things matter, "Love & Food". Mario has a true international mindset.



Babette Marzheuser-Wood,

Partner, Dentons. Babette heads the Global Franchise Group at Dentons.

She has 25 years' experience working for companies on international expansion strategies. She has advised many big global

brands such as Costa Coffee, Pret and Wagamama on their international expansion strategy. Babette is rated a top 10 global leader in international franchising. She speaks German, English, French, Spanish and Russian. (www.dentons.com)



Organized by Hamburg Messe and Congress GmbH in cooperation with Foodservice Europe & Middle East (dfv media group)

INTERNORGA – Europe's leading trade show for the hotel, restaurant, catering, baking and confectionery industry

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