



Field Fisher Waterhouse franchise learning curve

Franchising in international markets Thursday 8 October 2009

Venue: Field Fisher Waterhouse LLP, 35 Vine Street, London, EC3N 2AA

Join the managing director of a fictional company while he discovers whether his international aspirations are realistic in a series of unscripted Q & A interviews with expert advisers.

The choice is growth overseas using company owned expansion or franchising.

Going international

- Making the correct decision
- What are the techniques
- How do they vary
- Evaluation of business issues
- Update information on countries with franchise specific laws will be available
- How to structure the financial arrangements including tax planning

Negotiating issues

- Development schedules
- Operational considerations
- Contractual issues
- Parting company!
- International trade mark strategy
- Data protection and privacy laws

In this interactive seminar delegates are encouraged to intervene throughout with their own questions and concerns as they may affect their own business. By the end of the day the managing director and the delegates should be in a position to judge whether expanding internationally using franchising makes sense for their businesses and how to go about it.

The client: Managing director of a fictional company
Brian Duckett: Managing Director, Howarth Franchising UK

Financial considerations - tax planning: Graeme Nuttall,
Partner, Field Fisher Waterhouse LLP

His advisers: Dr Martin Mendelsohn, Chair of Field Fisher Waterhouse LLP's franchise group and visiting professor of Franchise Management, Middlesex University Business School supported by Mark Holah, Partner, Field Fisher Waterhouse LLP (intellectual property)

Programme:

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|-------|-------------------------|-------|-----------------------------|
| 10.30 | Registration and coffee | 15.00 | Refreshments |
| 11.00 | Session 1 | 15.15 | Session 3 |
| 12.30 | Lunch | 17.00 | Finish – drinks and nibbles |
| 13.30 | Session 2 | | |

4.25 SRA CPD points

All delegates are invited to join us for drinks after the seminar.

This seminar is for franchisors and prospective franchisors only.

Field Fisher Waterhouse is rated by the independent legal directories Legal 500 and Chambers 2009 as the UK's leading franchising law practice, and is unique in being recognised by Chambers 2009 as having six experts in franchising.

All seminars are free of charge and are held at Field Fisher Waterhouse's London office. For further details please call Louise Wong on +44 (0)20 7861 4118 or to reserve a place on the seminar please email seminars@ffw.com