

# FRANCHISE MEETING POINT

2013

## FINAL REPORT

### FRANCHISING - PARTNERSHIP FOR SUCCESS

Between 8th – 9th March 2013, the Brno Exhibition Centre hosted the 2nd edition of the international FRANCHISE MEETING POINT fair. Besides the Czech Franchise Association and the Slovak Franchise Association, which were the main partners of the trade fair, this year's fair was also actively supported by the Austrian Franchise Association and the Franchise Pool International association.

The fair was attended by 47 firms from the Czech Republic, Slovakia, Austria, Germany, Hungary, Spain and Canada. Another 60 franchise brands from the USA, Australia and EU countries were presented in the supporting programme.

Congress Hall E at the Brno Exhibition Centre was filled up with diverse and attractive exhibits of the franchisers who introduced their specific



concepts and systems as well as samples of products related to their business activities.

During Friday and Saturday, the fair got visited by almost 1,500 people in search of information on franchising while many of them arrived with a specific intention to purchase a franchise.



### PATRONAGE:



MINISTERSTVO PRŮMYSLU A OBCHODU



AMSP ČR



### PARTNERS:



# Franchising and business

The FRANCHISE MEETING POINT 2013 fair opened with a Panel Discussion on the topic of "Franchising in the conditions of small and medium-size business". The lively and attractive discussions were attended by Mr. Bedřich Danda, Deputy Minister of Trade and Industry of the CR, Mrs. Pavla Břečková, Member of the Board of Directors of the Association of Small and Medium-Sized Enterprises and Crafts CR, Mrs. Petra Ritschelová, Manager in ČAF and Mr. Richard Churý, President of SFA.

The perspectives and chances for small and medium-sized businesses were discussed by the experts on franchise consulting services Mr. Marek Halfar, Profit system and Mrs. Antonia Štensová.



Practical knowledge was also presented by representatives of two successful franchise systems, Mrs. Alena Záhorská, director of Yves Rocher ČR, and owner of OXALIS, Mr. Petr Zelík.

## Arena a Forum

The FRANCHISE MEETING POINT 2013 fair included an extensive supporting programme covering almost 100 presentations.

In the course of two days, the participating companies presented their franchise systems and terms and conditions of franchise license sale, other presentations concerned specialist topics from the world of franchising – how franchising works, franchise contracts, franchise licenses, legal aspects of franchising etc. Thus, the visitors had an opportunity to obtain valuable information about this type of business from Czech as well as foreign franchise experts.



The specialist part of the supporting programme was prepared by Mr. Aleš Tulpa, AVEX systems. The presentations made by the international consultant from Austria, Mrs. Waltraud Martius, Chairman of FPI Mr. R. G. Kirst, Mr. Dieter C. Nass, representative of Business Community International and Mrs. Antonia Štensová, leading Czech-Slovak franchise advisor, received a very favourable response.



### Aleš Tulpa, Director, AVEX systems s.r.o.

"This year's edition of Franchise Meeting Point was a success. It follows a very good start in last year's edition. The fair was visited by a large number of people, in particular well informed people, who arrived at the fair to find the right franchise concept or get information about the franchise business. For this reason, the exhibitors were satisfied too, as they attracted potential customers to where they wanted them to be – to the fair, a single location. As part of the Franchise Meeting Point we also prepared a very good supporting programme, which was a point of high interest throughout the trade fair."

**Mag. Waltraud Martius, SYNCON, International franchise consultant from Austria**

„Our consulting company SYNCON took part in the largest and most important franchise business event in the Czech Republic in 2013 – the international franchise trade fair Franchise Meeting Point, which took place in Brno, in the middle of former Czechoslovakia. Just like in the past, we could conclude that this franchise fair is very interesting and recommendable for all target groups. Everyone who wishes to learn something more about franchising in the Czech and Slovak Republics, or is interested in establishing new contacts with potential master-franchise or franchise partners, looks for new business partners or intends to analyse and test the franchise market in these two countries should visit this fair in the future or take part in it as an exhibitor. The rich and high quality supporting programme prepared by our cooperating partner for the CR and Slovakia, the advisor to BVV Trade Fairs Brno - as the organiser, Mr. Aleš Tulpa, AVEX systems, offered those interested in the franchise business close to 100 lectures and presentations. The fair was very successful and was attended by many people, which confirmed that both these countries still show a great potential for the new franchise systems.“



**Jakub Šigut, Director, Hany Bany**

“The number of visitors at the franchise fair system was excellent. The same is true about the atmosphere in Hall E. The supporting programme was great and everyone could find what s/he was looking for. We established a number of contacts with potential clients. We even established contacts with interested parties from the Slovak Republic. The visitors were mainly interested in the financial aspects of specific franchise projects. Our company deals in the concepts of wellness and fitness centres for ladies. These facilities also treat cellulitis and offer a comprehensive approach for women of any age.”



**Kamila Zárychtová, Director of the Czech franchise network Business for Breakfast**

“We liked the fair and registered almost three dozens of people interested in our club. Other people asked for information about this franchise-type business. We prepared a supporting programme for the fair which turned out to be a success as people were enormously interested. Our exhibition stand was basically visited every day from the morning until the end of the fair day. The fair was beneficial for the company and certainly better than the first edition last year. We are satisfied and definitely intend to take part in the fair next year, too. We may come up with a better exhibit and supporting programme. What I also view very positively is the meeting between the fair promoters and exhibitors over a glass of wine. This was a friendly, informal meeting, we could even play a networking game with the franchisors and establish new contacts with them.”



**Jiří Lošťák, Member of the Board of Directors of the Czech Franchise Association**

“The second edition of the trade fair met the expectations, it was a success. The visit rate was good, too, higher than during the first trade fair. The project should continue, it definitely has a future. What was also important was the supporting programme which was well structured. It offered a unique opportunity to get information about franchising at a very cheap price. Such information is not readily available. This type of business is presently booming. It can clearly be said that if a businessman wants to survive in the current economic situation, he must either create a network or join it. A stand-alone businessman has no chance to do marketing, get cheap purchases, established brand, etc. All this is facilitated by franchising, i.e. network cooperation, which is supported.”



**Martin Lopušný, Director, Ráj sýrů, s.r.o.**

“We were visited by potential customers. Of course, we will evaluate the results after the end of the fair. We hope to win new custom. The atmosphere in Hall E was free and easy in a pleasant environment. There is a great interest in doing business in cheese production, we will see how successful we can be with our concept.”



## Green light for franchising!

As indicated by the lectures presented by the franchise experts from the Czech Republic and Slovakia, franchise business has been booming unprecedentedly over the past two years. In 2000, there were 50 franchise concepts in the CR, which doubled over the next five years and the current number of these concepts in the Czech market is over 200 and 100 in Slovakia. The franchise chain increment in Slovakia between 2011 and 2012 was higher than over the past 20 years! In terms of the visitors' interest, the fair was a real proof of interest in the franchise type of business with still enough room in the market for its development. Franchise stopped being a gastronomic domain a long time ago and it now works well in other areas, too – education, retail, clothing, footwear, banking, furniture, construction engineering, workout programmes, wellness & beauty and other services.



**Lenka Křížová, YVES ROCHER ČR, franchising**

“Following last year’s successful presentation we decided to take part in this second fair edition, too. We have again managed to establish very good contacts and I believe that this will lead to some specific contracts being signed. Just like last year, we are partners of this year’s fair. Our exhibit is visited by those who are really interested, who want to do business in this sector, some of the people arrived just to visit our firm as we agreed to have appointments at this fair. We will take part in the event again next year. Presentations during the fair have become a good practice as they are attended by a large number of people. Yves Rocher was founded in 1959 and offers natural herbal cosmetics. It currently operates 46 shops in the CR and 14 shops in Slovakia”.



## 3<sup>rd</sup> International Exhibition FRANCHISE MEETING POINT 2014

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