



INVITATION

The World of Franchising: Chances & Challenges for SMEs

Wednesday, 3 October 2007, 8:45 . 12:00h

European Parliament, Eastman Building

135 Rue Belliard, 1040 Brussels, Belgium

In cooperation with



PROGRAMME

Wednesday 3 October 2007, 8:45 – 12:00h

08:45-9:15: Opening and Introductory Remarks

- **James SERNETT**, Chairman of the European Franchise Federation, Director for Franchise Development, McDonalds Europe
- **Piia-Noora KAUPPI** MEP, Vice-President of the SME UNION, Committee on Economic and Monetary Affairs, European Parliament

9:15-10:45: Panel 1: Possibilities of Franchise Financing

Moderation: Jean-Paul GAUZÈS MEP, Committee on Economic and Monetary Affairs, President of SME start-up (tbc)

Speakers:

- **Torben BRODERSEN**, Managing Director of German Franchise Association (DFV)
The financial needs of the franchiser and of his franchisees: finance scenarios
- **Florent LAMOUREUX**, Banque Populaire France (BFBP), Director
The experience of financing franchises in a mature franchise market
- **Andreas LENZER**, Member of the Executive Board, Business-Finance, Deutsche Bank
What drives Deutsche Bank to finance SMEs, and in particular franchising?

Discussion

10:45 – 12:00: Panel 2: The Regulatory Framework of Franchising in the EU

Introduction and Moderation: Chantal ZIMMER, Executive Director of the French Franchise Federation

Speakers:

- **Guy GRAS**, YVES ROCHER, Vice-Chairman of the French Franchise Federation, Senior Legal Counsel of YVES ROCHER
(a) the European Code of Ethics for franchising: Self-regulation against the background of the EU's regulatory framework
(b) pre-contractual disclosure laws: Regulation at a national level
- **Hubert de BROCA**, European Commission, DG Competition . A2, Antitrust and Mergers
The framework of Competition law in its respect to franchise contracts, in particular the Commission Regulation (EC) N° 2790/1999 of 22 Dec. 1999 on the application of Article 81(3) of the Treaty to categories of vertical agreements and concerted practices (commonly called the "Block Exemption on Vertical Restraints")
- **Christian WEINBERGER**, European Commission, DG Enterprise and Industry, Head of Unit, Entrepreneurship & SME Policy
How can Franchising make Europe more entrepreneurial?

Discussion

12:00-13:00: Cocktail Reception, SME UNION of the EPP, Rue de Pascale 22 (2 minutes walking distance)

RSVP until Friday, 28 September 2007 to

sme@sme-union.org, Fax: +32 2 230 92 18 or call +32 2 233 38-31

Project Manager: Cleopatra RUSU

If you do not have an access badge to the European Parliament, please send us your full name, place of residence and birth date as soon as possible!

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Conference Venue Directions and Accommodation

Conference Venue:

The conference will be held at the European Parliament, Eastman Building, Rue Belliard 135, (Tel: 32-2-284 21 11)

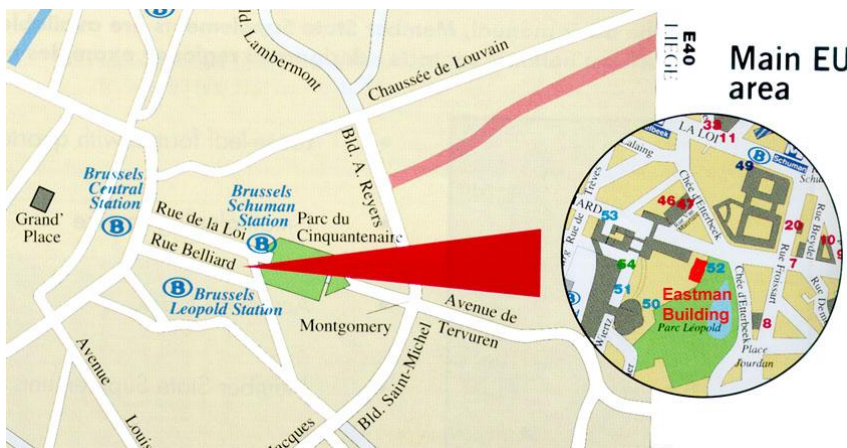
How to get to the Eastman Building of the European Parliament:

By Taxi: Ask to be taken to the European Parliament, Eastman Building, Rue Belliard 135.

From Gare Central/Central Station: Follow the metro signs and take any metro going marked with the direction Stokkel/Hermann Debroux. Leave the metro at Maelbeek and walk down chaussee d Etterbeek in the direction of the European Parliament. You will find the Eastman Building in the Rue Belliard 135, next to Park Leopold. The trip takes about 25 minutes.

From Gare du Midi: Follow the metro signs (a white M on a blue background). Take any train in the direction Simonis. Change at Arts/Loi and take the metro in the direction Stokkel/Hermann Debroux. Get off at Maelbeek. Walk down chaussee d Etterbeek in the direction of the European Parliament. You will find the Eastman Building in the Rue Belliard 135, next to Park Leopold. The trip takes about 20 to 25 minutes.

From Brussels Airport to Gare Centrale: After entering the Arrivals Hall at the airport, follow the sign ±Train Airport City Express±to the train station. Leave the train at Gare Centrale. The trip takes 20 minutes.



Hotels in the vicinity:

- **Sofitel Europe** (5 star; prices from " 108)
1 Place Jourdan, 1040 Brussels, tel. +32 (0)2 235 51 00
- **Crowne Plaza EUROPA** (4 star; prices from " 45)
107 rue de la Loi, 1040 Brussels, tel. +32 (0)2 230 13 33

Or contact: Resotel, free hotel and services reservations, Tel: 32-2-779 39 39, Fax: 32-2-779 39 00, E-mail: info@resotel.be . <http://www.resotel.be>, contact the tourist information at 32-2-504 03 90, <http://www.brussels.org> or check <http://www.timeout.com/brussels>

The SME UNION (Small and Medium Entrepreneurs Union) of the EPP (European People's Party) is the network of pro-business Christian-Democrat, Conservative and Liberal politicians and political organizations. Its main objective is to help in shaping EU policy in a more SME friendly way. The importance of the work of the SME UNION can be seen in the fact that SMEs are considered as the key for sustainable jobs, growth and prosperity. The work of the SME UNION is based on the principle that it is standing for the democratic state based on the rule of a free economic and social order.

In 1996 the SME UNION was set up as economic and independent business association by delegates of the business associations linked to the member parties of the EPP. Its top priority is to reform the legal framework for SMEs all over Europe and to promote and support the interests of small and medium-sized enterprises which - due to their willingness to take risks and responsibility - are the engine of the European economy thereby contributing to eradicating unemployment and promoting economic growth in Europe.

The SME UNION believes in the principles of the EPP - freedom and responsibility - and in fostering the environment and social conditions in Europe by market mechanisms. It stands for the promotion of free enterprise, the implementation of the principle of subsidiarity, the limitation of bureaucratic obstacles to economic development and the protection of free competition based on efficiency. As mission the SME UNION supports and promotes the interests of Small and Medium sized businesses in their dealings with the policy institutions of the European Union. On the basis of clear analysis of the situation, the challenges and the problems of SMEs, the SME UNION presents proposals for solutions that can improve the business environment for SMEs.

The SME circle ensures the cooperation between the group of the EPP/ED in the European Parliament and the SME UNION of the EPP and advises the EPP/ED group on relevant matters of economic policy. To be able to reach its aims the SME UNION has to establish stable relations between all the key players in its member countries and to convince the public and the political establishment in the necessity of changes in favour of SMEs.

Visit our members: www.sme-union.org

The European Franchise Federation is an international non-profit Association founded in 1972 which federates the national franchise associations of countries in Europe, including but not exclusive to the member States of the European Union. Its mission is to promote and defend ethical commercial franchising (commonly referred to as "**business format franchising**") and to explain its potential as a form of business development, as well as its impact on the promotion of entrepreneurialism.

In Europe today, there are over 8500 distinct franchise brands, most of which are indigenous to Europe, many of which are successfully crossing borders, and even going global. This figure is interesting in that it contrasts with the current 2500 US franchise brands.

The EFF's role includes the close monitoring of any legislation that already impacts or could impact franchising, and in this, over the years, it has successfully defended the industry's point of view that whatever legislation is introduced, in Europe in particular, it needs to be formulated in a manner that does not thwart the necessary spirit of independent enterprise and the freedom to contract.

The EFF contributes to the promotion and defence of franchising beyond the geographical borders of Europe through the active role it plays within the late 1980s, the EFF co-founded the World Franchise Council which groups the national associations from each continent. As a Federation of national associations, the EFF's role operates in conjunction with, and with the support of, the **franchise companies** which are members of their national franchise association, and which are in effect, in their commercial role, at the forefront of the franchising community in Europe.

Visit our members: www.eff-franchise.com