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International Franchising: Information Sources

SERVICE INDUSTRIES

Canada 

INTRODUCTION

Franchising is a system used by businesses to distribute or market their products or services. Within this system, one company (the franchisor) grants another company or individual (the franchisee) the right to sell its products or services in a specified location or area using the franchisor's trademark or product name, business systems and expertise.

Franchising in Canada has now matured to the extent that a growing number of Canadian franchisees are expanding into foreign markets. This also includes firms that are now turning to franchising as a means of improving their international competitiveness in marketing their products and services.

This publication identifies international sources of information on franchising including foreign franchise associations, government departments, trade missions and other organizations which provide some potential sources of information.

The publication is intended for Canadian business owners and managers interested in international expansion as well as professionals in government and the private sector who are involved in providing consulting services to businesses.

It is our understanding that there is a cost associated with some of the publications listed herein. Readers are advised to check prices before ordering.

This publication has been prepared with information from various sources. While every effort has been made to ensure accuracy, changes may be made at any time without notice, and we apologize for any errors or omissions that may have occurred. Suggestions for future editions of this publication would be most appreciated.

Should you require assistance please contact:

Distribution Services Division
Commercial Services and Consumer Protection
Service Industries and Consumer Goods Branch
Industry, Science and Technology Canada
250 Queen Street
Ottawa, Ontario
K1A 0P8
Tel.: (613) 993-2577
Fax: (613) 993-2577

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March 1990

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Franchising in Canada has now matured to the extent that a growing number of Canadian franchises are expanding into foreign markets. This also includes firms that are now turning to franchising as a means of improving their international competitiveness in marketing their products and services.

This publication identifies international sources of information on franchising including foreign franchise associations, publications and exhibitions. Included are sections which provide some general guidelines for franchise network expansion and means to identify potential sources of government assistance.

The publication is intended for Canadian franchisors interested in international expansion as well as professionals in government and the private sector who are involved in providing counselling services to businesses.

It is our understanding that there is a cost associated with some of the publications listed herein. Readers are advised to check prices before ordering.

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Should you require assistance please contact:

* Distribution Services Division
Commercial Service Industries Directorate
Service Industries and Consumer Goods Branch
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel.: (613) 954-2987
Fax: (613) 954-3107

* The Distribution Services Division of Industry, Science and Technology Canada is responsible for the Franchise Sector. The Division monitors trends and developments in franchising and maintains contact with franchisors, associations and professionals in Canada and selected countries.

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I FRANCHISE NETWORK EXPANSION

The following text provides some general guidelines for franchisors considering international expansion of their franchise network. It is hoped that it will stimulate ideas and that firms will add to this list during their planning and as they gain experience.

Timing

- Company should be well established in the Canadian market before attempting international expansion
- Franchise should be financially secure and well designed and should possess good operating manuals
- Seek professional advice (see Chapter II for contacts) at an early stage, particularly concerning legal and tax issues. For example, companies should ensure that they have taken steps to protect their trademarks, copyrights, patents and trade secrets.

Resources

- Company should have sufficient financial and managerial resources to undertake international expansion as well as a commitment from senior management
- Companies frequently underestimate the amount of resources and time required to penetrate a foreign market. For example, negotiations with prospective master franchisees can take a year or longer and involve several trips to a foreign country
- Franchisor will need the leading people in the company, those who developed the franchise in Canada, to handle their foreign expansion plans.

Selecting Markets

- Be selective about where you want to expand, and plan all details carefully
- Carefully assess unsolicited foreign enquiries about your franchise. If a company is not properly prepared to enter a new market and has to retreat, their name and reputation will remain tarnished long after they leave.

Research

- Develop an awareness of the culture, political and economic climate and business practices of the country. Establish contact with the Geographic Trade Divisions of External Affairs and International Trade Canada, and the commercial section of the Canadian Embassy or Consulate(s) (see Chapter VIII)
- Laws in each country need to be carefully examined. Opportunities may be limited in some countries because of controls on foreign exchange, royalty payments, imports or because of weak patent and trademark protection
- Franchise associations can be an important source of information. In countries where English is not the first language, the majority of the heads of franchise associations speak English and several also speak French. Personal contact with such individuals will produce the optimum level of information and co-operation
- Market for your product or service in the target country should be proven to exist
- Status of the competition should be carefully evaluated
- Adjustments in your franchise such as change in name, logo, colour scheme, product assortment, establishment size, location strategy, translation of manuals, etc., may be required

- Pilot outlet may be required to make adjustments in the franchise
- Method used to expand in the foreign market — master franchise, direct franchising, joint venture, or other means — must be determined
- Restrictions on any of the supplies you will need to source from Canada must be assessed
- Qualified suppliers for goods you need to source locally must be located
- Appraise the reputation of professional advisers such as consultants and lawyers who may be used. Franchise associations and Canadian Embassies can assist in such an endeavour
- Develop contacts with Canadian franchisors who are already established in foreign markets.

Obtaining Leads

- Franchise or other trade publications
- Some franchisors have found that the number and quality of contacts increases when they pre-advertise their participation in a trade show in the franchise section of major newspapers
- Franchise association newsletter
- Obtaining articles on your franchise in good newspapers or magazines
- Franchise associations and their affiliate members, including banks, consulting/accounting and legal firms, may be aware of companies interested in acquiring the rights to a foreign franchise concept
- Some banks and accounting firms may be willing to circulate information on your franchise throughout their branch network
- Consulting firms can be engaged to identify potential partners
- Government sponsored trade missions or shows
- Franchise and other trade shows
- International franchise conferences and annual meetings/conferences of foreign franchise associations
- Foreign Chambers of Commerce or other business organizations identified by the Canadian Embassy.

It is unlikely that one approach will be sufficient to promote your franchise, and what you do in one country may not be appropriate in another.

Selecting Potential Master Franchisees

- Develop a profile of the ideal master franchisee or partner. This may change over time
- Appraise the reputation and financial status of your potential foreign partner. Canadian Embassies, foreign franchise trade associations, banks, etc., can be of assistance in such endeavours
- Be certain your potential partner understands the ethics of franchising
- Negotiations with prospective master franchisees usually take place at the senior management level. It is important to assess the level of management within the company implementing the franchise system in the foreign market
- Be prepared to demonstrate what is unique about your system and what your partner will receive in return for investment. This can be important in countries where franchising is relatively new, and where there may be a lack of understanding as to why ongoing royalties are required after the initial fee has been paid.

Ongoing Relationship

- Ensure foreign franchisees receive value for their money. Companies that have not done this have experienced problems
- Provide ongoing communication and support services to foreign franchisees. Regular newsletters, annual conferences, training programs, and regular visits are ways of staying in touch with franchisees
- Conduct research to find new opportunities for franchisees so they may maintain success.

II CANADA

Canadian Franchise Association

The Canadian Franchise Association (CFA) is the national body representing franchisors in Canada. It distributes a bi-monthly newsletter to all members, organizes seminars, conducts surveys, maintains contact with foreign franchise associations and undertakes other activities related to franchising. The CFA has developed a Code of Ethics to promote ethical franchising in Canada. Adherence to this code is required for membership in the CFA.

The CFA has recently established an International Expansion Committee. Its purpose is to assist members by providing information on international markets through seminars, workshops, information bulletins, maintaining a library of reference material and other means.

Affiliate members of the CFA, including legal firms, consulting/accounting firms and banks, can be of assistance to franchisors considering international expansion. For example, a number of Canadian legal firms have expertise in international franchising and relevant law, as well as contacts with legal firms and other organizations in the United States and other countries. Management consultants and accounting firms can be engaged to conduct market surveys, provide advice on tax and other matters or to identify potential partners in other countries. In addition, the major multinational firms in this category may produce publications on doing business in specific countries. Canadian banks have international operations and can provide a variety of services.

Contact:

Canadian Franchise Association
88 University Avenue, Suite 607
Toronto, Ontario
M5J 1T6
Tel.: (416) 595-5005
Fax: (416) 595-9519

III EUROPE

A. EUROPEAN ECONOMIC COMMUNITY (EEC)

European Franchise Federation

Members of the European Franchise Federation include the franchise associations of Belgium, Denmark, Ireland, Portugal, France, Germany, Italy, the Netherlands, the United Kingdom and Austria (Austria is a member even though it does not belong to the EEC). The various associations (with some minor variations) have agreed to a European Code of Ethics for franchising. This code was written in 1978 and is currently being updated.

The federation compiles statistics associated with the magnitude of franchising and these statistics are derived from data supplied by the various franchise associations in each member country.

Every other fall the federation sponsors the European Franchise Symposium. This two day event involves the associations that belong to the federation, and leading European franchisors and franchise specialists. The program usually includes sessions which provide information and advice on franchising in specific countries. The next Symposium will be held in Brussels in 1991.

Contact:

European Franchise Federation
Avenue de Broqueville 5
B 1150 Brussels
Belgium
Tel.: (011-32-2) 736-6464
Fax: (011-32-2) 736-7226

Additional References

Franchising in the European Economy

This publication evaluates the impact of franchising activity in 12 West European countries. Coverage includes areas of franchise activity by country between 1985 and 1986, analysis of sales and turnover, company profiles of leading franchisors, forecasts of sales and number of franchises to 1990.

Contact:

Euromonitor
87-88 Turnmill Street
London, England
EC1M 5QU
Tel.: (011-44-1) 251-8024

BELGIUM

Belgian Franchise Association

The Belgian association (Association belge du franchising), formed in 1974, has prepared an information kit in French entitled "Dossier Franchising" which identifies association members. Included is a sample of their newsletter and other information on the association and franchising.

Contact:

Belgian Franchise Association
rue Saint-Bernard 60
1060 Brussels
Belgium
Tel.: (011-32-2) 537-3060

Franchise Directories and Magazines

There are no publications which deal exclusively with franchising; however, the Belgian Franchise Association can recommend publications that cover franchising on an occasional basis.

Exhibitions

"Visumat-Franchising" is held every other fall in Brussels and is organized by the Belgian Franchise Association and the Belgian Distribution Committee. It usually attracts about 40 to 45 exhibitors in the franchise section of the larger store equipment show held at the same time. The next exhibition will take place October 14-17, 1990.

Contact:

Visumat-Franchising
rue Marianne 34
1180 Brussels
Belgium
Tel.: (011-32-2) 344-5859 or 345-9923
Fax: (011-32-2) 346-0204

Market Surveys

Data on the extent of franchising can be obtained from the Belgian Franchise Association. Another source of information on distribution and retailing is the Belgian Distribution Committee.

Contact:

Belgian Distribution Committee
rue Marianne 34
1180 Brussels
Belgium
Tel.: (011-32-2) 345-9923
Fax: (011-32-2) 346-0234

DENMARK**Danish Franchisor Association**

Franchising is still relatively new in Denmark. The association provides a list of its 34 members, including franchisors and professional advisers such as consultants and lawyers.

Contact:

Danish Franchisor Association
Sjaelsmarkvej 1B
DK 2970 Hoersholm
Denmark
Tel.: (011-45-2) 76 50 64

Franchise Directories and Magazines

The association is the only organization that regularly publishes newsletters and other information on franchising. Most of this information is in Danish.

Exhibitions

At present there are no franchise trade shows in Denmark.

Market Surveys

Data on the extent of franchising can be obtained from the Danish Franchisor Association.

Additional References

Legal Implications of Franchising in Denmark

This publication provides a three-page overview (English) of franchising under Danish Law.

Contact:

Peter A. Arendorff & Co.
Amallegade 31A
DK-1256 Copenhagen K
Denmark

Tel.: (011-45-2) 33 91 00 60

Fax: (011-45-2) 33 91 03 46

FRANCE

French Federation of Franchising

France is the leading country in Europe in terms of number of franchisors.

The French Federation of Franchising (Fédération française de la franchise), established in 1971, has developed a Code of Ethics and promotes self regulation of the industry through active promotion of the code. Membership totals approximately 100 firms.

The association has prepared a French language information kit entitled *La Franchise : La stratégie de développement dynamique* which includes:

- recent data on the growth of franchising;
- list of members by sector;
- general information on the structure and services of the Federation; and
- a copy of both the French and European Codes of Ethics for Franchising.

The association regularly sponsors workshops, seminars and conferences on franchising. It has also helped to sponsor international franchise conferences in France.

Contact:

Fédération française de la franchise
9, boulevard des Italiens
75002 Paris
France

Tel.: (011-33-1) 42 60 00 22

Fax: (011-33-1) 60 77 04 58

Franchise Directories and Magazines

Franchise Magazine

This monthly magazine, published in French, is the principal franchising magazine in France. Occasionally, the magazine includes articles on developments in franchising in other European countries. *Franchise Magazine* also produces an annual franchise directory and guide entitled *Le guide pratique de la franchise* that provides the names and addresses of franchisors in France as well as information about franchising in general.

Contact:

Franchise Magazine
Groupe de communication
g  rard touati
21, rue Georges Boisseau
75017 Paris
France
Tel.: (011-33-1) 42 70 41 70

or

Franchise Magazine
Groupe de communication
g  rard touati
15, rue Marcel-Sembat
13001 Marseille
France
Tel.: 011-33) 91 08 42 84

L'annuaire de la franchise

This annual directory, published in French, identifies franchises in France.

Contact:

Centre d'  tude de la commercialisation et de la distribution (CECOD)
19, rue de Calais
75009 Paris
France
Tel.: (011-33-1) 40 69 37 00
Fax: (011-33-1) 42 80 43 90

Exhibitions

"Le Salon international de la franchise" is held annually, usually during late March or early April. It is supported by the French Federation of Franchising and is one of the largest franchise shows in the world. The 250 exhibitors at the 1989 show attracted 24,134 visitors including investors from throughout Europe, the Middle East, and the Pacific Rim. There is also an international section within the show for foreign franchisors interested in selling master franchises in France or other European countries. In addition, the major European franchise associations as well as other experts are present to answer questions on franchising in Europe. External Affairs and International Trade Canada, in co-operation with Industry, Science and Technology Canada, has sponsored an exhibit for Canadian franchisors at this show.

Contact:

PADCO-BLEINHEIM
22-24, rue du Pr  sident Wilson
92532 Levallois-Perret Cedex
France
Tel.: (011-33-1) 47 56 50 00
Fax: (011-33-1) 47 56 92 92

Exhibitions

The "Forum de la franchise" is usually held in Marseilles every other October. The next show will take place in 1991.

Contact:

Maison de l'entreprise
35, rue Sainte Victoire
13006 Marseilles
France

Tel.: (011-33) 91 37 14 70

Fax: (011-33) 91 53 02 13

Franchise Market Surveys

In addition to the French Federation of Franchising, the CECOD publishes information in French pertaining to franchising in France.

Contact:

Centre d'étude de la commercialisation et de la distribution
19, rue de Calais
75009 Paris
France

Tel.: (011-33-1) 40 69 37 00

Fax: (011-33-1) 42 80 43 90

FEDERAL REPUBLIC OF GERMANY**German Franchise Association**

The Federal Republic of Germany is ranked fourth after France, the United Kingdom and the Netherlands in terms of number of franchisors. The German Franchise Association, formed in 1978, represents over 100 franchisors operating in West Germany.

The association, in co-operation with the Nuremberg Academy of Marketing, organizes approximately a dozen seminars per year on various aspects of franchising. The two organizations also sponsor conferences with an international focus. For example, in 1989, they sponsored "Franchising Your International Debut — How to be successful in Europe" with simultaneous translation in English, French and German.

The Association has prepared a three-page overview (English) of franchising in Germany entitled *Franchising In Germany — How to be successful*. Additional information is available in German.

Contact:

German Franchise Association
St. Paul Strasse 9
D-8000 Munich 2
Federal Republic of Germany

Tel.: (011-49-89) 53 50 27

Fax: (011-49-89) 53 13 23

Franchise Directories and Magazines

There are no German publications which deal exclusively with franchising; however, the German Franchise Association can recommend publications that cover franchising on an occasional basis.

Exhibitions

The first German franchise exhibition will take place in June 1990 in Wiesbaden.

Contact:

Heckmann GMBH
Kapellenstr. 47
D-6200 Wiesbaden
Federal Republic of Germany
Tel.: (011-49-6121) 5804-0
Fax: (011-49-6121) 5804-17

Market Surveys

The German Franchise Association is working in collaboration with the University of Hamburg to survey franchisors in West Germany.

REPUBLIC OF IRELAND**Irish Franchise Association**

The Irish Franchise Association, formed to promote ethical franchising, has developed a Code of Ethics and strict criteria for membership. The association also conducts educational seminars.

Contact:

Irish Franchise Association
13 Frankfield Terrace
Summerhill South
Cork, Republic of Ireland
Tel.: (011-353-21) 270859/0

Franchise Directories and Magazines

There are no Irish publications which deal exclusively with franchising, however, information on franchisors currently operating in Ireland can be obtained from the Franchise Association. In addition, the survey referred to below, *Franchising in Ireland*, also lists major franchises.

Exhibitions

At present, there are no franchise exhibitions in Ireland.

Market Surveys**Franchising in Ireland**

This survey is sponsored by the Bank of Ireland. The 1989 edition examines in detail the nature and the extent of the franchise industry in Ireland. In addition, it provides an overview of the commercial aspects of the franchising industry as well as the level of public awareness of the concept of franchising.

Contact:

Management Training Services Ltd.
95 Lower Baggot Street
Dublin 2
Republic of Ireland

or

Franchise Unit
Bank of Ireland
Lower Baggott Street
Dublin 2
Republic of Ireland

Tel.: (011-353-1) 765570

ITALY

Italian Franchise Association

The Italian Franchise Association (Associazione Italiana Del Franchising), established in 1971, represents franchisors and those who specialize in franchise matters, such as consultants and lawyers.

The association has developed an information package which includes their Code of Ethics, membership criteria and a list of their members. They have also prepared a publication entitled *Franchising in Italy* which is directed at foreign franchisors interested in expanding into Italy. The association's materials are published in Italian and French.

The association regularly sponsors workshops, seminars and conferences on franchising and has also helped to sponsor international franchise conferences in Italy.

Contact:

Italian Franchise Association
Corso di Porta Nuova, 3
20121 Milan
Italy
Tel.: (011-39-2) 650-779
Fax: (011-39-2) 655-1169

Franchise Directories and Magazines

Franchise Directory

The *Franchise Directory* (*Annuario del Franchising*) provides the names and addresses of franchisors in Italy.

Contact:

SISIM S.R.L.
25122 Brescia
Via della Posta, 9
Italy
Tel.: (011-39-30) 51145
Fax: (011-39-30) 50353

Exhibitions

The "Exhibition of Franchising and Innovative Techniques in the Tertiary Sector" is usually held every October in the Milan Fair Centre. It is co-sponsored by the Italian Franchise Association. The next show will take place November 1990 or February/March 1991.

Contact:

EXPO CT
Via Serbelloni, 2
20122 Milan
Italy
Tel.: (011-39-2) 77181
Fax: (011-39-2) 78128

Market Surveys

Data on the extent of franchising can be obtained from the Italian Franchise Association. As well, the *Franchise Directory* contains some basic data on franchising in Italy.

THE NETHERLANDS

Netherlands Franchise Association

The Netherlands has the third largest number of franchisors after France and the United Kingdom and is comprised of approximately 100 franchisors — the major franchisors in the Netherlands. The association (Nederlandse Franchise Vereniging) has prepared an information kit which contains:

- list of members;
- list of associate members (banks, consultants, lawyers); and
- publications from major banks and accounting firms on doing business in the Netherlands.

Much of the information is available in English.

Contact:

Netherlands Franchise Association
Arubalaan 4
1213VG Hilversum
The Netherlands
Tel.: (011-31-35) 83 39 34

Franchise Directories and Magazines

There are no Netherlands publications which deal exclusively with franchising; however, once a year the *Detail handel* magazine publishes a special issue listing all types of retailers (chains, buying groups, co-operatives, and franchises).

Exhibitions

The Netherlands Franchise Association runs regional trade shows for its members. A national franchise exhibition is also being planned for September 1990. For additional information contact the Netherlands Franchise Association or Microtex, Belgium.

Contact:

Microtex
Avenue Louise
126-1050 Brussels
Belgium
Tel.: (011-32-2) 649-3578
Fax: (011-32-2) 647-8641

Market Surveys

Data on the extent of franchising can be obtained from the Netherlands Franchise Association.

PORTUGAL

Portuguese Franchise Association

Franchising is still relatively new in Portugal. The Portuguese Franchise Association (Associacao Portuguesa da Franchise) was established in 1988 and the majority of members are foreign master franchises.

Contact:

Portuguese Franchise Association
Av. Duque de Loulé
90 RC DTO
1000 Lisbon
Portugal
Tel.: (011-351-1) 54 2031
Fax: (011-351-1) 54 2220

Franchise Directories and Magazines

There are no Portuguese publications which deal exclusively with franchising; however, the Portuguese Franchise Association can advise which publications cover franchising on an occasional basis. In addition, the association plans to publish a catalogue of "Franchises in Portugal" in the spring of 1990.

Exhibitions

The first "National Franchise and Commerce Exhibition" was held October 1989 in Lisbon and attracted 1,300 visitors. It is co-sponsored by the Portuguese Franchise Association and will become an annual event held in May.

Contact:

Expolider
Urbanizacao Miramar
Apartado 209
Rebelva-Carcavelos
2777 Parede
Portugal
Tel.: (011-351-1) 2463694-806556
Fax: (011-351-1) 2463719

Market Surveys

The Portuguese Franchise Association has sponsored the preparation of the *Information Bulletin On Foreign Investment and Portuguese Commerce (Bulletin d'Informations Sur Les Investissements Étrangers et le Commerce Portugais)*. The report, available in French, includes detailed information of interest to foreign investors as well as basic information on the size and growth of franchising in Portugal. In addition, the association plans to undertake a survey on franchising in Portugal. For further information contact the Portuguese Franchise Association.

THE UNITED KINGDOM

British Franchise Association

The United Kingdom, with the second largest number of franchisors after France, had its association formed in 1976 by leading franchisors to promote ethical franchising. Consequently, membership applications are screened carefully and all members must adhere to a strict Code of Ethics. Approximately 100 major franchise organizations belong to the association and there is also an affiliate class membership comprised of leading franchise lawyers, accountants, banks, and consultants.

The association has prepared information kits for both franchisors and franchisees that includes:

- membership list
- affiliate listing (solicitors, chartered accountants, bankers, exhibition organizers)

- list of major franchise publications
- promotional material from the banks
- sample copy of their newsletter
- membership criteria
- information on seminars and
- information on the nature of franchising and the legal environment.

The British Franchise Association regularly conducts franchise seminars in co-operation with the Institute of Marketing, the Institute of Directors and other organizations for both prospective franchisors and franchisees. It has also participated in international franchise conferences which have taken place in the United Kingdom.

Contact:

British Franchise Association
Thames View, Newton Road
Henley-on-Thames
Oxon, England
RG9 1HG
Tel.: (011-44-491) 578-049
Fax: (011-44-491) 573-517

Franchise Consultants Association

This association was formed in 1986 to establish and develop ethical business standards in the practice of franchise consultancy. Members of the Franchise Consultants Association are also affiliate members of the British Franchise Association and must adhere to a Code of Ethics that is enforced by a disciplinary procedure to protect clients' interests. The Code of Ethics prevents franchise consultants, franchise brokers or any other form of franchise sales agency which sells franchises on a commission basis from becoming members.

The association also produces a publication entitled *Building a Better Business Through Franchising* which details the services of their members.

Contact:

Franchise Consultants Association
James House
37 Nottingham Road
London, England
SW17 7EA
Tel.: (011-44-1) 767-1371
Fax: (011-44-1) 767-2211

Franchise Directories and Magazines

Franchise Manual & Directory

This annual publication provides an extensive listing of franchisors and firms in the United Kingdom offering services to the industry.

Franchise World Magazine

This magazine, published quarterly, is aimed primarily at readers who are planning to buy a franchise. It also serves as the industry's trade journal.

Franchise Reporter

This newsletter is published eight times a year as a supplement to *Franchise World Magazine*.

Contact:

Franchise World
James House
37 Nottingham Road
London, England
SW17 7EA
Tel.: (011-44-1) 767-1371
Fax: (011-44-1) 767-2211

Business Franchise Magazine

This quarterly trade publication provides information on franchises and franchising trends in the United Kingdom.

Contact:

CGB Publishing
Newspaper House
Tannery Lane
Penketh, Cheshire
England
WA5 2UD
Tel.: (011-44-92) 572-4234

Exhibitions

There are two national franchise exhibitions held in the United Kingdom, one in London (spring) and one in Birmingham (fall). They attract about 100 to 140 exhibitors each. A "Master Franchise Section" for foreign franchisors seeking masters in the United Kingdom is to become a regular feature of these shows. Smaller regional franchise exhibitions are also held in Glasgow (spring) and Manchester (summer).

Contact:

The Blenheim Exhibitions Group PLC
Blenheim House
137 Blenheim Crescent
London, England
W11 2EQ
Tel.: (011-44-1) 727-1929
Fax: (011-44-1) 727-0834

Franchise Market Surveys

Franchising In The United Kingdom

This annual survey is sponsored by the National Westminster Bank PLC. It provides a detailed statistical overview of the industry as well as trends and characteristics. The complete report or a summary version are both available.

Contact:

Power Research Associates
17 Wigmore Street
London, England
W1H 9LA
Tel.: (011-44-1) 580-5816
Fax: (011-44-1) 491-0607

Additional References

Scottish Development Agency

The Scottish Development Agency (SDA) provides a wide range of business development assistance, including financial and management advice relating to franchising and commercial property, to both existing firms and business start-ups. The agency also provides a series of publications on franchising for both franchisors and franchisees. The SDA is committed to improving the entrepreneurial climate within Scotland by harnessing the potential that exists for new business activity through franchising. This includes encouraging foreign franchisors to establish franchises in Scotland.

Contact:

Scottish Development Agency
120 Bothwell Street
Glasgow, Scotland
G27JP
Tel.: (011-44-41) 248-2700
Fax: (011-44-41) 221-3217

Franchising in the U.K.

This book covers the business, taxation and legal implications of franchising in the United Kingdom.

Contact:

Franchise World
James House
37 Nottingham Road
London, England
SW17 7EA
Tel.: (011-44-1) 767-1371
Fax: (011-44-1) 767-2211

Franchising into the United Kingdom

This book has been prepared for foreign franchisors interested in expanding into the United Kingdom.

Contact:

Field Fisher & Martineau
Solicitors
Lincoln House
296-302 High Holborn
London, England
WC1V 7JL
Tel.: (011-44-1) 831-9161
Fax: (011-44-1) 405-5992

Sources of Venture and Development Capital in the United Kingdom

This publication gives an overview of the venture capital market and a list of sources.

Contact:

Stoy Hayward
8 Baker Street
London, England
W1M 1DA
Tel.: (011-44-1) 486-5888
Fax: (011-44-1) 935-5465

B. OTHER EUROPEAN COUNTRIES

AUSTRIA

Austrian Franchise Association

Franchising is still relatively new in Austria. The Austrian Franchise Association (Osterreichischer Franchise-Verband) was established in 1986 and has approximately 30 members.

Contact:

Austrian Franchise Association
Parkring 2
A-1010 Wien 1
Austria
Tel.: (011-43-222) 512-8557
Fax: (011-43-222) 513-4129

FINLAND

Finnish Franchising Association

Franchising is still relatively new in Finland. The association was established in 1988 and its founding members include consultants, lawyers and franchisors. The goals of the association are to promote franchising as a way of doing business and to increase the information available on franchising.

Contact:

Finnish Franchising Association
c/o Finnish Marketing Federation
Fabianinkatu 4 B 10
00130 Helsinki, Finland
Tel.: (011-358-0) 651-500
Fax: (011-358-0) 179-498

Franchise Directories and Magazines

There are no franchise magazines or directories in Finland.

Exhibitions

At present there are no franchise trade shows in Finland; however, the Finnish Franchising Association may sponsor a trade show in the fall of 1991.

Market Surveys

Data on the extent of franchising can be obtained from the Finnish Franchising Association.

NORWAY

Norwegian Franchise Association

The Norwegian Franchise Association represents the interests of franchisors in Norway.

Contact:

The Norwegian Franchise Association
P.O. Box 720
N-5001 Bergen
Norway
Tel.: (011-47-5) 31 56 29

Franchise Directories and Magazines

There are no Norwegian publications which deal exclusively with franchising; however, the Norwegian Franchise Association distributes a Franchise Bulletin to its members six to eight times a year.

Exhibitions

At present, there are no franchise exhibitions in Norway.

Market Surveys

Contact the Norwegian Franchise Association for information on the extent of franchising in Norway.

SWEDEN

Swedish Franchise Association

The association, established in 1973, has approximately 30 to 35 franchisors as members; the remainder are professional advisers such as consultants or lawyers. A list of members is available from the association.

Contact:

Swedish Franchise Association
Box 25002
100 41 Stockholm
Sweden
Tel.: (011-46-8) 723 05 33
Fax: (011-46-8) 20 64 67

Franchise Directories and Magazines

Affärer & Foretag Magazine

Once a year, this business magazine publishes a list of retailers and franchisors.

Contact:

Affärer & Foretag Magazine
Box 2244
10316 Stockholm
Sweden

Exhibitions

The first franchise trade show was held in March 1987 in Stockholm, attracting 4,500 visitors. It is now held annually. Contact the Swedish Franchise Association or Sollentunamassan AB for more information.

Contact:

Sollentunamassan AB
Box 174, 19123 Sollentuna
Sweden
Tel.: (011-46-8) 92 59 00
Fax: (011-46-8) 92 97 74

Market Surveys

The Swedish Franchise Association conducts an annual survey of franchising in Sweden.

SWITZERLAND**Swiss Franchise Association**

The Swiss Franchise Association represents the interests of franchisors in Switzerland.

Contact:

Swiss Franchise Association
63-65 rue de Lausanne
CH-1202 Geneva
Switzerland
Tel.: (22) 32 75 22
Telex: 423 118 txc (FBA)

Franchise Directories and Magazines

There are no Swiss publications which deal exclusively with franchising; however, the Swiss Franchise Association can advise which publications cover franchising on an occasional basis.

Exhibitions

Schnyder-Blenheim is planning a franchise trade show for late 1990 or early 1991.

Contact:

Schnyder-Blenheim
Buckhauserstrasse 24
CH-8048, Zurich
Switzerland
Tel.: (011-41-1) 492 76 16
Fax: (011-41-1) 493 06 60

Exhibitions

Consideration is being given to include franchising in a show called "Invest in November, 1990", which normally targets the investment community.

Contact:

EXPOFOR

Industriestrasse 54

CH-8152 Glattbrugg

Switzerland

Tel.: (011-41-1) 829 65 25

Fax: (011-41-1) 810 58 84

Market Surveys

Contact the Swiss Franchise Association for information on the extent of franchising in Switzerland.

IV LATIN AMERICA

BRAZIL

Brazilian Franchising Association

Business format franchising is relatively new in Brazil. The Brazilian Franchising Association was formed in 1987 and its approximately 130 members include franchisors as well as legal specialists, consultants and so forth.

Contact:

Brazilian Franchising Association
Av. Brig. Faria Lima
1541-70
01451 - Sao Paulo
Brazil
Tel.: (011-55-11) 813-3911
Fax: (011-55-11) 366688

Association of Franchisors of Brazil

A second association has also been formed and there have been merger discussions between the two organizations.

Contact:

Association of Franchisors of Brazil
Rua Lauro Muller
116 St. 4401
CEP 22.290
Rio de Janeiro, Brazil
Tel.: (011-55-21) 295-2997
Telex: (011-55-21) 30810 MFCL

The associations have been active in promoting franchising and in organizing regional seminars. In addition, two "International Seminars" with international franchise specialists have taken place in Brazil since 1988.

Franchise Directories and Magazines

Brazilian Franchise Magazine

This new publication was to be launched in 1989 by Abril/Exame with the active support of the Brazilian Franchising Association.

Exhibitions

The first franchise trade show was held in 1988 in Sao Paulo and attracted 28 exhibitors; a second one took place in Rio de Janeiro, also in 1988. An expanded program of franchise shows was planned by the Brazilian Franchising Association for 1989 and beyond.

Market Surveys

For information on the extent of franchising contact the franchise associations.

Additional References

Main Legal Aspects of Franchising in Brazil – 1989

This 10-page document, available in English, provides a brief overview of the legal environment surrounding franchising in Brazil.

Contact:

Cherto E Carvalhaes

Rua 7 De Abril, 34

9th Floor

10144 Sao Paulo

Brazil

Tel.: (011-55-11) 35-0123

Fax: (011-55-11) 366688

MEXICO

Mexican Franchising Association

Franchising is relatively new in Mexico and this association has only been established recently.

Contact:

Mexican Franchise Association

Avenida Insurgents Sur 670,4

Mexico City, D.F.

Mexico

Tel.: (011-52-5) 536-9060

Additional References

A franchisor is presented with many challenges in Latin America and it is not a market for beginners. However, the climate for franchising is improving in countries such as Mexico due to a more positive attitude towards foreign investment. A useful reference which provides an overview of the legal environment in Argentina, Brazil, Chile, Mexico, and Venezuela is "Franchising in Latin America: an update". It was published in the *Journal of International Franchising and Distribution Law*, December 1988. See Chapter VII for address. More recent changes in Mexico affecting the registration of technology agreements have further improved the climate for franchising.

V PACIFIC RIM

AUSTRALIA

Franchisors Association of Australia

The Franchisors Association of Australia (FAA), formed in April 1983, acts as the focal point of liaison between government bodies and franchisors on franchising matters, assists in developing the franchising concept and in instructing potential franchisors of responsibilities and obligations, brings together consultants, accountants, legal advisers and others with industry interests in franchising, and promotes ethical franchising.

Contact:

Franchisors Association of Australia (FAA)
P.O. Box 94
Wilberforce
New South Wales 2756
Australia
Tel.: (011-61-45) 751883
Fax: (011-61-45) 751608

Franchise Directories and Magazines

Australian Franchising

This bi-monthly publication provides an update on events, trends and issues of interest to Australian franchisors.

Contact:

Dart Publications Pty Ltd.
P.O. Box 227
Woodend, Victoria 3442
Australia
Tel.: (011-61-54) 271877
Fax: (011-61-54) 271767

Franchise Review

This quarterly newsletter reports on developments taking place in franchising in Australia and abroad. Occasionally it also features information on other countries in the region such as New Zealand, Singapore, Malaysia and Thailand.

Contact:

International Franchising
576 St. Kilda Road
Melbourne, Victoria 3004
Australia
Tel.: (011-61-3) 521-2033
Fax: (011-61-3) 521-2040

Franchising in Australia

This book provides information on tax and legal issues of interest to franchisors.

Contact:

Legal Books
16 Riley Street
Woolloomooloo
New South Wales 2011
Australia
Tel.: (011-61-2) 360-4243
Fax: (011-61-2) 332-1448

Exhibitions

Since 1987 annual franchise shows have alternated between Sydney and Melbourne. They are normally held during the September – October period and attract approximately 50 exhibitors.

Contact:

Exhibition Manager
Australian Exhibition Services Pty. Ltd.
Illoura Plaza, 424 St. Kilda Road
Melbourne, Victoria 3004
Australia
Tel.: (011-61-3) 267-4500
Fax: (011-61-3) 267-7981

Market Surveys

Data on the extent of franchising can be obtained from the Franchisors Association of Australia.

JAPAN**Japanese Franchise Association**

The Japanese Franchise Association was established in 1972. A list of franchisors is maintained by the association and is available in English.

Contact:

Japan Franchise Association
3-13-12 Roppongi
Elsa Building
Minato-Ku, Tokyo 106
Japan
Tel.: (011-81-3) 408-1796
Fax: (011-81-3) 423-2019

Franchise Directories and Magazines**Japan Gateway**

This newsletter is designed to inform North American and European franchisors of business opportunities in the Far East.

Contact:

LCA International
575 Fifth Avenue, 21st Floor
New York, New York 10017
U.S.A.
Tel.: (212) 953-3434
Fax: (212) 953-3445

Exhibitions

Franchise Chain Show

This annual exhibition is held in March in Tokyo and April in Osaka. The Tokyo show attracts approximately 100 exhibitors and the Osaka show approximately 60.

Contact:

NIHON ZEIZAI

Shimbun Inc.

1-9-5, Otemachi

Chiyoda-KU

Tokyo 100

Tel.: (011-81-3) 252-8157

Fax: (011-81-3) 256-5749

The Tokyo Business Summit

This annual event provides an opportunity for foreign franchisors to establish contact with potential Japanese investors in a trade show/expo format. In addition to the exhibit fee, the sponsors usually require an agreed upon percentage of the initial licensing or master franchise fee and a percentage share of unit and area franchise fees.

Contact:

LCA International Inc.

575 Fifth Avenue, 21st Floor

New York, New York 10017

U.S.A.

Tel.: (212) 953-3434

Fax: (212) 953-3445

Market Surveys

Franchise Chains Today in Japan

The Japanese Franchise Association has conducted annual surveys since 1974 which highlight the growth and scope of franchising in Japan. The surveys also provide comparative data on the various sub-sectors and are available in English.

Additional References

Your Market in Japan — Franchise Business — No. 52, March 1989

This is one of a series of publications (available in English) designed to assist foreign countries in promoting exports to Japan. This particular issue provides an overview of franchising in Japan, including statistics, trends, pertinent laws and regulations, the Japanese business philosophy, success stories and advice for new entrants.

Contact:

Japan External Trade Organization

Marketing Information Department

2-5, Toranomon 2-Chome

Minato-Ku, Tokyo 105

Japan

Tel.: (011-81-3) 582-5568

Fax: (011-81-3) 585-7289

or

Japan External Trade Organization

Montreal (514) 849-5911

Toronto (416) 962-5050

Vancouver (604) 684-4174

MALAYSIA

A "Franchise Business Systems Development Project" was recently completed for the International Labour Organization and the United Nations Development Program on behalf of the Government of Malaysia. Its purpose was to assist the public and private sectors in creating business opportunities for Malaysians through franchising. A franchising unit within the government organization Majlis Amanah Rakyat (MARA) was also upgraded.

Contact:

Majlis Amanah Rakyat (MARA)
Jalan Raja Laut
50609 Kuala Lumpur
Malaysia
Tel.: (011-60-3) 291-5111
Fax: (011-60-3) 291-3620

TAIWAN

The Canadian Chamber of Commerce operates a Canadian trade office in Taipei, Taiwan.

Contact:

Canadian Chamber of Commerce
International Affairs Division
55 Metcalfe Street
Suite 1160
Ottawa, Ontario
K1P 6N4
Tel.: (613) 238-4000
Fax: (613) 238-7643

REPUBLIC OF SINGAPORE

Franchising Opportunities in Singapore

This report was prepared in 1989 by the Canadian High Commission in Singapore. It includes information on potential franchise expansion opportunities as well as a list of existing franchises operating in Singapore.

Contact:

Canadian High Commission
IBM Towers, 14th Floor
80 Anson Road
Singapore 0207
(Mailing Address:
Maxwell Road
P.O. Box 845
Singapore 9016)
Republic of Singapore
Tel.: (011-65) 225-6363
Fax: (011-65) 225-2450

Additional References

East Asian Executive Reports

This publication is a monthly legal and business guide to East Asia for business executives and their advisers. It should begin to include information on franchising in the near future.

Contact:

International Executive Reports Ltd.

717D Street, N.W.

Suite 300

Washington, D.C.

20004-2807

U.S.A.

Tel.: (202) 628-6900

Fax: (202) 628-6618

VI THE UNITED STATES

THE U.S.A.

International Franchise Association

The International Franchise Association (IFA) was formed in 1960 to enhance the image of franchising as a legitimate business method. It is primarily an association for U.S. franchisors but maintains close ties with national franchise associations in other countries, including Canada. In light of the existence of franchise legislation in the United States at both the federal and state level, the association is quite active in monitoring legislative activity.

In 1983 the association established the IFA Educational Foundation Inc. Its activities include the development and dissemination of formal and practical knowledge about franchising as well as the support and establishment of academic programs in franchising and research at colleges and universities. The latter includes research related to the international expansion activities of franchises.

Contact:

International Franchise Association
1350 New York Ave. N.W.
Suite 900
Washington, D.C. 20005
U.S.A.
Tel.: (202) 628-8000
Fax: (202) 628-0812

Publications

In addition to a variety of publications related to buying or developing a franchised business, the following publications are also available from the IFA.

Franchise Opportunities Handbook

This directory includes a listing of companies that belong to the IFA and have pledged to adhere to its Code of Ethics.

The Council of Franchise Suppliers Registry

This registry provides a listing of companies which assist franchise businesses. Over 14 different service industries are listed, from lawyers and consultants to financial assistance organizations.

Franchising World

This bi-monthly magazine reports on the latest developments, trends and operational aspects of franchising in the United States. Occasionally it also reports on international developments.

Franchising: A Planning and Sales Compliance Guide

This book discusses the business, legal, management and procedural considerations of a franchising program. It also addresses the issues of legal planning and compliance, including existing requirements of state and federal franchise and business opportunity sales regulations.

FTC Franchising Rule: The IFA Compliance Kit

This kit has been prepared for use by franchisors in meeting state and federal disclosure requirements. It contains a comprehensive overview of the U.S. Federal Trade Commission Rule

on franchising, an outline of compliance tests and requirements, considerations in selecting a format, comparisons with state laws, and bibliographies. It also includes instructions for completing the Uniform Franchise Offering Circular (UFOC). When properly prepared, the Federal Trade Commission and a number of states permit use of the UFOC to prove compliance with their own registration or disclosure requirements.

Protecting your Franchising Trademarks and Trade Secrets

This booklet provides an overview of the general techniques that are, or could be, used by franchisors to protect the trademark under which they conduct their franchised business operations.

Franchise Legal Digest

This quarterly publication provides information on U.S. legislative activity. Tax, trademark, bankruptcy and international law as well as a variety of related subjects are covered.

Audio Cassettes

The IFA sponsors the production of audio cassettes from selected seminars. These can be ordered from:

Audio Transcripts
610 Madison Street
Alexandria, Virginia 22314
U.S.A.
Tel.: (203) 549-7334

Examples include:

- *Franchising as a Force in Global Marketing: The Current Legal Issues Affecting Expansion*, May 13, 1987, Washington, D.C.
- *Franchising: Taking the System Abroad*, May 4, 1988, Washington, D.C.
- *Bringing your Franchise to France: A Strategic Perspective*, November 30, 1988, Washington, D.C.
- *5th International Symposium on Franchising*, November 7-8, 1988, Brussels, Belgium.

Videotapes

Also available directly from the IFA are VHS videotapes on U.S. franchise laws entitled *The Laws of Franchising* and *Franchising: Business and the Law*.

Seminars

The IFA regularly sponsors seminars on a variety of topics related to franchising. This also includes seminars which provide information on international expansion and multi-national franchising. The latter generally takes place in conjunction with the events outlined below:

- **IFA Annual Conference** — This annual conference takes place in late January and includes leading franchise associations, franchise experts, and franchisors from around the world. The program usually includes sessions that provide information and advice on franchising in specific countries.
- **IFA Legal Symposium** — This annual two-day symposium is usually held in May. It is primarily geared for lawyers and focuses on legal developments affecting franchising in the United States. It is followed by a one-day seminar co-sponsored by the International Bar Association. The latter deals with issues and legal developments affecting international franchising.

- **International Symposium** — This two-day symposium is held annually in the fall in Europe and covers the latest developments affecting franchising in Europe and elsewhere.

Franchise Directories and Magazines

Continental Franchise Review

This newsletter is published 26 times a year and reports on developments taking place in franchising in the United States and abroad. It covers a variety of subjects related to franchising, including trends; financial, regulatory and legal issues; forthcoming seminars, conferences and trade shows; and company reviews.

Contact:

Trend Communications Inc.
5000 South Quebec
Suite 450
Denver, Colorado 80237
U.S.A.
Tel.: (303) 740-7031
Fax: (303) 740-8103

Entrepreneur Magazine

This monthly magazine provides information on franchising and other business opportunities. Trends, new developments, advice, company features and so forth are included. The January issue includes the annual "Franchise 500", which compares leading franchises.

Contact:

Entrepreneur Magazine
2392 Morse Avenue
Irvine, California 92714
U.S.A.
Tel.: (714) 261-2325
Fax: (714) 755-4211

Franchise Annual Handbook and Directory

This publication provides names, addresses and descriptions of franchises in Canada, the United States and abroad. Businesses providing consulting, legal, financial and other services to the franchise community are identified. It also provides a brief description of the Federal Trade Commission's Rule and the state regulations affecting franchising.

Contact:

Info Franchise News Inc.
9 Duke Street
P.O. Box 670
St. Catharines, Ontario
L2R 5W1
Tel.: (416) 688-2665

The Info Franchise Newsletter

This monthly publication reports on developments taking place in franchising in Canada, the United States and abroad. It covers a variety of subjects related to franchising, including trends, regulatory and legal issues, book reviews, forthcoming seminars, conferences and trade shows, and new franchise listings.

Contact:

Info Franchise News Inc.
(see address above).

Exhibitions

The following organizations sponsor franchise trade shows in major centres across the United States.

Contact:

IFA World of Franchising Expos
International Franchise Association
1350 New York Avenue N.W., Suite 900
Washington, D.C. 20005
U.S.A.
Tel.: (202) 628-8000
Fax: (202) 628-0812

Blenheim Franchise Show
1133 Louisiana Avenue
P.O. Box 107
Winter Park, Florida 32790
U.S.A.
Tel.: (407) 647-8521
Fax: (407) 628-2042

Q&M Marketing Inc.
1515 West Chester Pike
Ste. B-2, West Chester
Pennsylvania 19382
U.S.A.
Tel.: (215) 431-2402

Market Surveys

Franchising in the Economy

This publication provides detailed current statistics and trends on franchising in the United States. Recently, the IFA and Horwath and Horwath International reached an agreement to assume joint responsibility for its publication. Starting in 1991, this publication will include economic survey data and trends for the United States, Canada, the United Kingdom, and Australia. Future editions will be expanded to include survey results from other countries. For additional information contact the International Franchise Association.

Additional References

Franchise Law Journal

This quarterly journal seeks to inform and educate lawyers as well as others by publishing articles, columns, and reviews concerning legal developments relevant to franchising (primarily in the United States).

Contact:

American Bar Association
Forum on Franchising
750 North Lake Shore Drive
Chicago, Illinois 60611
U.S.A.

Tel.: (312) 988-5579

Fax: (312) 988-6281

The Wall Street Journal

This business paper has a franchise advertising section. Ads can be placed nationally, regionally, or in editions for Europe and Asia.

Contact:

Globe Media International
444 Front Street West
Toronto, Ontario
M5V 2S9

Tel.: (416) 585-5485

Fax: (416) 585-5570

The Federal Trade Commission's Franchise Rule

The Federal Trade Commission (FTC) requires sellers of franchises and other business opportunities to provide prospective investors with the information they need to make an informed investment decision. It also requires that all earnings claims be documented, that the information investors receive is complete and accurate, and that investors have adequate time to consider and evaluate the disclosures before making any final purchase commitment. All required information is given to prospective investors in the form of a franchise disclosure document. The penalties for violating the rule are substantial.

Contact:

The Federal Trade Commission
Division of Marketing Practices
Washington, D.C. 20580
U.S.A.

Tel.: (202) 326-2970

State Franchise Rules

Anyone selling franchises and other business opportunities may need to comply with state franchise rules as well as the federal Rule. Information on the Uniform Franchise Offering Circular (UFOC) is available from the North American Securities Administrators Association (NASAA).

Contact:

General Counsel's Office
North American Securities
Administrators Association (NASAA)
555 New Jersey Avenue N.W.
Suite 750
Washington, D.C. 20001
U.S.A.

Tel.: (202) 737-0900

Fax: (202) 783-3571

VII ADDITIONAL REFERENCES

International Franchising, Commonly Used Terms, Vol. 1

This book analyses fundamental concepts in international franchising including the various forms of franchise agreements, combination franchising, conversion franchising, and recommended terminology for franchise agreements.

Contact:

The International Bar Association
2 Harewood Place
Hanover Square
London, England
W1R 9HB

Tel.: (011-44-1) 629-1206

Fax: (011-44-1) 409-0456

International Franchising

This book, to be published in the spring of 1990, was written by a Canadian lawyer who specializes in international franchising. It reviews the different types of agreements used in international franchising and other arrangements such as joint ventures while outlining the advantages and disadvantages of each. In addition, it includes information on the European Block Exemption for Franchising, the impact on franchising of the Canada-U.S. Free Trade Agreement, and trade mark and international tax matters.

Contact:

Transnational Jurice Publications Inc.
P.O. Box 7282
Ardsley-On-Hudson
New York, New York 10503
U.S.A.

Tel.: (914) 693-0089

Fax: (914) 693-8776

Survey of Laws and Regulations Affecting International Franchising

This comprehensive publication is approximately 900 pages in length and provides information on the laws, regulations and general business environment affecting franchising in 24 countries and the European Economic Community. It was published in late 1989.

Contact:

American Bar Association
750 North Lake Shore Drive
Chicago, Illinois 60611
U.S.A.

Tel.: (312) 988-5579

Fax: (312) 988-6281

The Journal of International Franchising and Distribution Law

This quarterly journal provides information on recent developments in the laws and regulations affecting franchise and distribution agreements in various countries around the world. Book reviews, conference announcements, and features on specific countries are regularly included. The

journal is published by Frank Cass & Co. Ltd., England, and distributed in North America by the International Franchise Association.

Contact:

International Franchise Association
1350 New York Avenue N.W.
Suite 900
Washington, D.C. 20005
U.S.A.
Tel.: (202) 628-8000
Fax: (202) 628-0812

Guide to Franchising in Israel

This guide has been prepared to assist foreign franchisors interested in establishing operations in Israel. It provides an overview of the laws and regulations of potential interest to franchisors as well as general background information on Israel: its economy, markets, working conditions and so forth.

Published by:

Goldfarb, Levy, Giniger & Co.
Eliahu House
2 IBN Gvirol Street
Tel Aviv 64077
Israel
Tel.: (011-972-3) 253228
Fax: (011-972-3) 256548

VIII GOVERNMENT ASSISTANCE

Program for Export Market Development

The Program for Export Market Development (PEMD) of External Affairs and International Trade Canada (EAITC) offers financial assistance to Canadian businesses to undertake or participate in various types of export promotion activities. PEMD shares the risks of international market development by funding activities such as participation in trade shows and market research trips. PEMD is jointly implemented by EAITC and Industry, Science and Technology Canada (ISTC). Additional information and application forms can be obtained by contacting the International Trade Centre in the nearest regional office of Industry, Science and Technology Canada:

International Trade Centres

Calgary, Alta.	(403) 292-6660
Charlottetown, P.E.I.	(902) 566-7443
Edmonton, Alta.	(403) 495-4415
Halifax, N.S.	(902) 426-6125
Moncton, N.B.	(506) 857-6440
Montreal, Que.	(514) 283-6796
Regina, Sask.	(306) 780-5020
St. John's, Nfld.	(709) 722-5511
Saskatoon, Sask., N.W.T. and the Yukon	(306) 975-4343
Toronto, Ont.	(416) 973-5052
Vancouver, B.C.	(604) 666-1438
Winnipeg, Man.	(204) 983-4099

Information can also be obtained by calling the Info Export hotline at 1-800-267-8376 (toll-free).

Directory of the Canadian Trade Commissioner Service

The Trade Commissioner Service of EAITC assists Canadian companies in starting or expanding export sales in international markets. This directory provides contacts in Canada and in Canadian Embassies and Consulates around the world. Also included is information on the International Trade Centres located in each of the 10 provinces and the Geographic Trade Divisions in Ottawa. The latter can provide advice, information and often publications about a specific country. Copies of this publication can be obtained by contacting the International Trade Center in the nearest regional office of Industry, Science and Technology Canada. Alternatively, copies of this and other trade publications can be obtained by contacting:

Info Export

External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Tel.: 1-800-267-8376 (toll-free)

Export Development Corporation

The Export Development Corporation is a Crown corporation of the Government of Canada. It supports the growth of Canada's exports by providing insurance, loans, loan guarantees, and other financial services to help companies selling Canadian goods and services abroad. Examples

of their services include insurance to cover the risk of non-payment by a foreign buyer and financing to foreign buyers of Canadian products. The head office is located in Ottawa and regional offices are in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

Contact:

Export Development Corporation
151 O'Connor Street
Ottawa, Ontario
K1P 5T9

Tel.: (613) 598-2500

Fax: (613) 237-2690

or your nearest regional office.

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International franchising
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