



the latest international franchising news

FranSpeak International - August 2010

FranSpeak International, is a free subscription, monthly electronic publication dedicated to international franchising. Content includes news, features, events and investment opportunities. FranSpeak International is published by World Franchise Associates Ltd, the leading international franchise marketing, development and media Company.

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[Flip Flops Shops \(US\) Awarded ICSS Hot Retailer of the Year Award](#)

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[Ruby Tuesday \(US\) Plans UK Franchise Expansion](#)

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[Danube Buildmart \(UAE\) Plans Africa, Middle East, India and China Expansion](#)

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[Domino's \(Australia Franchisee\) Plans 1000 Stores in Europe](#)

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[Wendy's-Arby's \(US\) Pursues Aggressive International Growth Plan](#)

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[Best Buy \(US\) Pursues Growth Outside the United States](#)

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[Second Cup Coffee \(Canada\) Awards Cyprus Franchise](#)

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International Articles

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[80 of the Top 100 US Retailers Attend Retail's BIG Show](#)

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[Dubai Super Malls, Attractions Seen to Boost Footfall](#)

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[Affluent Youths Attract Luxury Brands to Middle East](#)

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Franchise Features

How to keep your franchise fresh and familiar are two of the great challenges facing franchised brands. This month we feature two incisive features. The first is how to evolve your food franchise with some strong ideas about which trends are great potential winners. The second article discusses how important social networking websites such as Twitter and Facebook have become for gaining greater brand exposure in front of your target markets.

[5 Food Trends With Long-term Potential](#)

In the restaurant business, if you're not constantly evolving, you're dead. What's on the horizon? What's fresh and new? What's filling seats and keeping the cash register busy? If you're looking for inspiration, consider these five trends, which have "winner" written all over them.

[Using Social Media for Franchise Development](#)

Franchise Update Media Group recently conducted a survey of social media usage by franchisors who are actively recruiting franchisees. The questions dealt not only with social media in consumer-oriented marketing, but more important for franchise development teams, its use in franchise recruitment.

International Franchising Opportunities



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The following franchise businesses are currently inviting international applications from target markets. Please see full profile for country development information.

Cold Stone Creamery	Bubba Gump	Crazy Dough's Pizza	Bodyline	Pita Pit
Green Mill	Tony Romas	Pho Hoa Noodle Soup	Yo-Good	Taco Maker

[For more information visit World Franchise Centre](#)

Upcoming Franchise Events



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<p>Kuala Lumpur, Malaysia 30 Jul - 01 Aug 2010</p> <p>Franchise International Malaysia 2010</p>	<p>Auckland, New Zealand 13 Aug - 15 Aug 2010</p> <p>The Business Opportunities and Franchise Expo</p>	<p>Melbourne, Australia 20 Aug - 22 Aug 2010</p> <p>Franchising and Business Opportunities</p>	<p>Indore, India 21 Aug - 22 Aug 2010</p> <p>FRO2010 Indore</p>	<p>Surrey, UK 04 Sep - 04 Sep 2010</p> <p>Surrey M25 Franchise Show</p>
<p>Chicago, USA 11 Sep - 12 Sep 2010</p> <p>The Mid West Franchise Expo</p>	<p>Toronto, Canada 11 Sep - 12 Sep 2010</p> <p>The National Franchise & Business Opportunities Show</p>	<p>Brisbane, Australia 11 Sep - 12 Sep 2010</p> <p>Franchising and Business Opportunities</p>	<p>Bangalore, India 18 Sep - 19 Sep 2010</p> <p>FRO2010 Bangalore</p>	<p>Moscow, Russia 21 Sep - 23 Sep 2010</p> <p>BuyBrand 2010</p>

[For more events visit FranEvents.org](#)

We welcome all development news, articles, features, brands and events.

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PS Feel free to forward this to colleagues and friends!

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