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FranSpeak International is an electronic publication dedicated to international franchising. Content includes news, features, and investment opportunities. Published by World Franchise Associates Ltd

## FRANCHISE DEVELOPMENT NEWS

NEW AGREEMENTS, GROWTH, EXPANSION AND DEVELOPMENT IN INTERNATIONAL FRANCHISING



[Madonna to Launch Hard Candy Fitness \(US\) in Moscow](#)

30 Dec 2011

[The Kooples \(France\) Opens First UK Outlet Store](#)

28 Dec 2011

[Smashburger \(US\) Enters Canadian Market](#)

28 Dec 2011

[Julie's Bakeshop \(Philippines\) to Expand to Indonesia](#)

28 Dec 2011

[Wendy's \(US\) to Open 100 New Restaurants in Japan](#)

28 Dec 2011

[Coach \(US\) Hitches Its Wagon to China](#)

27 Dec 2011

[Al Meera to Expand Casino \(France\) via Franchising](#)

27 Dec 2011

[Starwood \(US\) to Open Four Hotels in MidEast in 2012](#)

27 Dec 2011

[First Nestle Toll House Cafe \(US\) Franchise in Canada Opens in Surrey](#)

27 Dec 2011

[American Eagle Outfitters \(US\) Expands in Egypt, Morocco and Jordan](#)

27 Dec 2011

[CruiseOne \(US\) Awards UK Master Franchise](#)

19 Dec 2011

[Carlyle Buys MENA Franchise Holder of Domino's Pizza and Wendy's Restaurant](#)

16 Dec 2011

[Johnny Rockets \(US\) to Launch in Bali](#)

13 Dec 2011

[Extreme Hotels \(UK\) to Launch in Sochi, Russia for the 2014 Winter Olympics](#)

13 Dec 2011

[Dean & DeLuca \(US\) Comes to Singapore](#)

12 Dec 2011

Read more news on [World Franchise Associates News page](#)

[Amici's \(US\) Opens in Shanghai](#)

12 Dec 2011

[Starbucks \(US\) Enters Five New Cities Across Mainland China](#)

12 Dec 2011

[Carl's Jr. \(US\) Brings Premium-Quality Burgers to Costa Rica](#)

12 Dec 2011

[Piazza Sempione \(Italy\) Expands in China](#)

12 Dec 2011

[Banana Republic \(US\) Arrives in Paris](#)

12 Dec 2011

[Burger King \(US\) Opens New 'Garden Grill' Concept Store in Singapore](#)

12 Dec 2011

[Orange Leaf Frozen Yogurt \(US\) Expands to Australia](#)

12 Dec 2011

[Kraze Burger \(Korea\) Enters US Market](#)

12 Dec 2011

[Richoux \(UK\) Set to Make Oman Debut](#)

07 Dec 2011

[Bennigan's \(US\) Launches Mideast Expansion Drive](#)

07 Dec 2011

[Fatburger \(US\) Enters Korean Market](#)

06 Dec 2011

[Round Table Pizza \(US\) Signs Twenty Restaurant Development Agreement for Vietnam](#)

06 Dec 2011

[Krispy Kreme \(US\) Adds New Regions to Expansion Plans For Japan](#)

03 Dec 2011

[Red Mango \(US\) and Cinemex Launch International Expansion Into Mexico](#)

03 Dec 2011

[Yum \(US\) Inks Deal with Gas Stations in China](#)

03 Dec 2011

[AmRest \(Poland\) Takes Italian Brand to India](#)

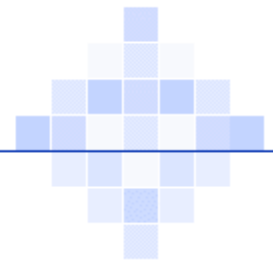
01 Dec 2011

[Pandora \(Denmark\) UAE Franchisee Opens 6th Store](#)

01 Dec 2011

# INTERNATIONAL ARTICLES

COUNTRY DEVELOPMENTS, MARKET TRENDS AND INTERNATIONAL ARTICLES



## **International Franchising: The New Normal?**

Philip Zeidman writes: Over most of the years we have studied the growth of international franchise legislation, the pattern has settled into one of two likely sources: In a country where there have been publicized abuses, the rise of pressure for franchise legislation seems pretty natural. In countries where there has been little franchise activity, and even in the absence of any reports of abuses, there is sometimes (especially in emerging or post-socialist societies) a sense that, to be truly "modern," a country must ape the franchise legislation which exists in the United States and some other developed countries.

In recent times, that rather simple pattern has become more complicated. Consider these recent examples:

In the Philippines, franchising has experienced explosive growth. In midsummer the chair emeritus of the local association (and chair of the World Franchise Council) reflected on the increasing number of local franchises, as well as "a spike in foreign franchises coming in." As a consequence, he predicted, "franchise growth from 2011-2012 will reach around 70 percent"

The problem is the nature of some of that growth. Two years ago a columnist for a prominent on-line publication, visiting a franchise exposition, summarized his conclusions pointedly: "Philippines Franchising Bubble About to Burst?"

[Read the rest of this article on World Franchise Associates website](#)

Philip Zeidman writes regular columns for Franchise Times, reprinted here with thanks.

[Fastest Growing US Franchise Sectors in 2012](#)

29 Dec 2011

[US Fast Food Brands to Dominate UAE Market](#)

28 Dec 2011

[Canada Serves up a Surprise for U.S. Fast Food Franchises](#)

27 Dec 2011

[Franchise Industry to Grow in 2012](#)

27 Dec 2011

[Yum! Brands' KFC, Pizza Hut \(US\) Outline India Expansion Plans](#)

27 Dec 2011

[Japengo Cafe \(US\) Plans 10 Franchises in the Gulf Region by 2012](#)

27 Dec 2011

[Some Major U.S. Hotels Moving into Iraq](#)

16 Dec 2011

[Saladworks \(US\) Commences International Development](#)

16 Dec 2011

[McDonald's Delivery Service Drives Growth in Foreign Markets](#)

16 Dec 2011

[Steak 'n Shake \(US\) Poised for Global Growth](#)

14 Dec 2011

[Yum! Brands \(US\) Sees Jump in International Earnings](#)

13 Dec 2011

[Qatar - Lagoona Mall Opens New Lifestyle Shops](#)

12 Dec 2011

[Amendments to the Russian Franchise Legislation Balance Interests](#)

12 Dec 2011

[Time to Topple US Food Giants in the UAE?](#)

09 Dec 2011

[India Suspends Plan to Let in Foreign Retailers](#)

09 Dec 2011

[Naturals IceCream \(India\) Franchise to Expand in Middle East and South East Asia](#)

07 Dec 2011

[Burger Fuel \(New Zealand\) Unveils 2012 MidEast Expansion Plans](#)

07 Dec 2011

[Why Franchisors Must Adapt their Offerings to Expand Globally](#)

03 Dec 2011

[McDonald's Unveils High-Design Concept Store In France](#)

03 Dec 2011

# INTERNATIONAL FRANCHISE OPPORTUNITIES

FRANCHISED BRANDS SEEKING INTERNATIONAL GROWTH

Brought to you by



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



## [BurgerFuel](#)

New Zealand's  
Original Gourmet  
Burger.  
(New Zealand)



## [Manny's Place](#)

Highest-quality  
Seafood  
(USA)



## [Manchu WOK](#)

Fast & Fresh  
Chinese Cuisine  
(USA)



## [Burger Ranch](#)

20 years grilling  
simply delicious  
Burgers!  
(Portugal)



## [Bar-B-Cutie](#)

The World's Best  
Barbecue Since  
1950!  
(USA)



## [Menchie's Frozen Yogurt](#)

We make you  
smile. (USA)



## [Coffee Planet](#)

4 coffee solutions  
to ensure drinkers  
can get their  
coffee hot, fresh  
and tasty  
wherever they  
are. (UAE)



## [écurie25 Supercar Club](#)

The largest and  
longest  
established  
network of  
supercar clubs in  
the world (USA)



## [Pingu's English](#)

Unique children's  
English language  
franchise. (UK)



## [Direct English](#)

Global English  
language training  
franchise. (UK)

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

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