
FranSpeak International - May 2010

The [International Food Franchise Forum](#) will be held in Dubai on the 8th June 2010. Middle East investors, financiers, food & retail developers and franchise brands will be strongly represented at this event. The IFFF programme includes seminars on the Middle East food franchise market, food trends in the decade ahead, 30 available franchise brands, consolidation, supply chain and halal. World Franchise Associates will be managing the franchise brands presented at the Forum and participating franchisors do not need to attend.

Another upcoming opportunity will be the **East Europe Franchise Forum** to be held in Moscow in September. More details coming soon.

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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Franchise Features

This month we have 2 new features. The first is how to match your brand to the best international market, while the second discusses the success of a pizza franchise in the Ukraine.

Match Your Brand to the Best International Market By Carl E. Zisler and Katherine L. Wallman

If your company has a successful brand and you want to expand it into other countries, but you aren't sure why, how, where or what it takes to do it successfully, you either can seize "opportunities" that present themselves, or you can plan for future opportunities and seize those which are most likely to be profitable.

Pop Art Pizza Empire (Building a Franchise Network in Ukraine) by Paul Johnson, Business Ukraine











While many of the country's more up-market venues have struggled to stay afloat throughout the past eighteen months of financial belt-tightening, one of Ukraine's most well-established dining out brands has not only managed to hold its own throughout the credit crunch but has actually expanded its franchising operations considerably.

International Franchising Opportunities



Brought to you by World Franchise Centre

The following franchise businesses are currently looking for international expansion opportunities.

 Second Cup Coffee Franchise	 Stevi B's	 Extreme Pita	 First Choice	 The Cheesecake Cafe
 Wingers Grill & Bar	 Mrs Fields	 Al's Beef	 7 Camicie	 Hyde Park Prime Steakhouse

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

Upcoming Franchise Events

Brought to you by FranEvents.org

<p>Toronto, Canada 01 May - 02 May 2010</p>  <p>Business, Franchise & Investment EXPO!</p>	<p>Quebec City, Canada 02 May - 04 May 2010</p>  <p>2010 CFA National Convention</p>	<p>Cairo, Egypt 05 May - 07 May 2010</p>  <p>The 8th Middle East & North Africa International Franchise Exhibition</p>	<p>Gauteng, South Africa 06 May - 08 May 2010</p>  <p>International Franchise Expo 2010</p>	<p>Newcastle, UK 08 May - 08 May 2010</p>  <p>Great Northern Franchise Show</p>
<p>Perth, Australia 15 May - 16 May 2010</p>  <p>Franchising and Business Opportunities</p>	<p>Washington, USA 18 May - 19 May 2010</p>  <p>26th Annual IFA/IBA Joint Conference</p>	<p>Mumbai, India 22 May - 23 May 2010</p>  <p>FRO2010 Mumbai</p>	<p>Riyadh, Kingdom of Saudi Arabia 01 Jun - 03 Jun 2010</p>  <p>Be My Partner - We Brands</p>	<p>Hanover, Germany 04 Jun - 05 Jun 2010</p>  <p>START</p>

[For more events visit FranEvents.org](http://FranEvents.org)

We warmly invite your feedback. Please let us know how you think we can improve FranSpeak. We welcome all ideas, thoughts and suggestions. We also welcome articles for consideration.

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PS Feel free to forward this to colleagues and friends!

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