



Draft Program
(Speakers to be confirmed)

The World of Franchising: Chances and Challenges for SMEs

Tuesday, 2 October 2007
European Parliament (tbc)
Brussels, Belgium

In cooperation with



DRAFT PROGRAM

Tuesday 2 October 2007

09:30-10:00: Opening and Introductory Remarks

- James SERNETT, Chairman of the European Franchise Federation
- Peter JUNGEN, Co-President of the SME UNION of the EPP

10:00-11:00: Panel 1: Possibilities of Franchise Financing

Moderation: Peter JUNGEN, Co-President of the SME UNION of the EPP

Speakers:

- Torben BRODERSEN, Managing Director of German Franchise Association (DFV)
The typical structure of a franchise network; the finance needs of the franchiser and of his franchisees.
- Cathryn HAYES, National Franchise Manager, HSBC Bank
The experience of financing franchises on a mature franchise market
- Michal FREIBERGER, Paneria, Czech Republic
The experience of financing franchises in one of the new EU Member States
- Andreas LENZER, Member of the Executive Board, Business – Finance, Deutsche Bank
The experience of European banks learning from one another in the franchise market
- Christian WEINBERGER, Head of Unit, Entrepreneurship & SME Policy, DG Enterprise and Industry, European Commission

Discussion

11:00 – 12:00: Panel 2: The Regulatory Framework of Franchising in the EU

Moderation: Brian SMART, Director General of the British Franchise Association

Speakers:

- Guy GRAS, YVES ROCHER, Vice Chairman European Franchise Federation
(a) Self-regulation: the European Code of Ethics for franchising;

(b) Regulation at national level: pre-contractual disclosure laws

- Luc PEEPERKORN, Policy Analyst, DG Competition, European Commission
The framework of Competition law and its impact on franchise contracts
- Marianne THYSSEN MEP, Vice-President of the SME Circle
The Block Exemption on Vertical Restraints: the view of an MEP
- Kurt LECHNER MEP, EPP-ED Member of Committee on the Internal Market and Consumer Protection
The Block Exemption on Vertical Restraints: the view of an MEP

Discussion

12:00-13:00: Lunch Reception

RSVP until **RSVP until Friday, 21 September 2007** to
sme@sme-union.org, Fax: +32 2 230 92 18 or call +32 2 233 38-31

Project Manager: Cleopatra RUSU

For further details, please contact

European Franchise Federation 179, Avenue Louise, B-1050, Brussels, Belgium Executive Director: Carol CHOPRA Tel.: + 32 2 520 16 07 Fax: + 32 2 250 17 35 info@eff-franchise.com www.eff-franchise.com	SME UNION of the EPP 22, Rue de Pascale 1040 Brussels, Belgium Project Manager: Cleopatra RUSU Tel: +32 2 233 38-31 Fax: +32 2 230 92 18 sme@sme-union.org www.sme-union.org
---	--