



*Worldwide expansion for Tricon brands like Pizzahut.*

## NEW FROM THE US

# Master franchising comes to Europe

THE master franchise concept, which has been applied successfully in the USA, Canada and Asia, "can work in Europe", according to Olivier Gast, co-president of the EMFA. Gast, who attended MAPIC to promote the work of EMFA and the concept of master franchising, said the concept serves both franchiser and franchisee well. For the company that is reaching the limits of growth in its home market it represents an opportunity to export a successful brand; for the financial partner looking for an opportunity and not wishing to "reinvent the wheel"

it offers a demonstrably effective formula. EMFA is established as a European Economic Interest Group and provides technical, legal and marketing information "to help the franchiser to do it well," Gast said. But he added that it is important for Europeans to approach master franchising in a European way.

MAPIC has proved a receptive venue for promoting the European master franchise message, however, and weight loss company Chysiomin, which has 200 outlets in France and four in Spain, found a master franchisee for Japan while in Cannes.