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## Franchises

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### LOOKING ABROAD

# EMFA connects with investors

The European Master Franchise Association stand and Mapic brought together a number of exhibitors with the same goal: international expansion through master franchises.

"Mapic is very important for the master franchise," said EMFA co-president Olivier Gast. "The future of franchise is in the retail business and here at Mapic you find the connection between retail and investment. The companies that were part of the EMFA booth made high level contacts and were very happy with the results."

Exhibitors included fashionable lingerie re-

tailer Body One, Bricorama, food outlet La Maison du Beaujolais, slimming products company Physiomins, hairdressing chain Dessange and Lenotre.

"We are looking for investors from Europe and North Africa to help with our expansion," explained Alain Caron, Bricorama's business development director.

Dessange is trying to increase its expansion in Latin America. "We have made a large number of contacts at Mapic this year and intend to return," said export director Bernard Sagon.