

OVERVIEW

Masterfranchises play major role at MAPIC

MAPIC is fast becoming an annual meeting point for the growing band of retail and leisure-based companies that aim to further their international expansion through granting masterfranchise licences - as witnessed by this year's well-subscribed Masterfranchise Village.

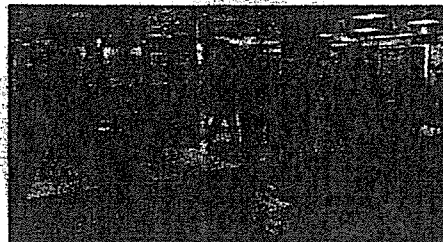
Masterfranchise targets are major investors who will acquire the licence for a complete territory, often a whole country. It is this characteristic that makes masterfranchising so compatible with a retail and leisure real estate exhibition.



Talking franchises on the Federation Francaise de la Franchise stand.

The concept allows the masterfranchisee to hit the ground running with an established concept or brand. For the masterfranchiser with a brand to expand, one of the principal advantages is being able to tap into local knowledge.

MAPIC participants were able to discuss opportunities with representatives of well known and new brands in a range of sectors. For those looking for guidance with franchising and masterfranchising opportunities there was help on hand from organisations such as the International Franchise Association, Federation Francaise de la Franchise and the European Master Franchise Advisory (EMFA).



MAPIC's Masterfranchise Village.

FRANCE

Le Cedre, the European club of network directors, is a regular MAPIC supporter.

PARIS-BASED Le Cedre, the European club of network directors, is a regular MAPIC supporter. It was instrumental in bringing two brands - Bricorama and Physiomins - to the Masterfranchise Village in 2001. In 2002, there were six. "They wouldn't have taken a stand on their own but together, they can promote themselves," Jacques Brocard, managing director of Le Cedre explained. "Every year Masterfranchise comes to MAPIC - it's a must if you want to develop your brand on an international scale."

FRANCE

MAPIC takes Bricorama to Moroccan market

"WE HAD two main reasons for wanting to attend MAPIC in 2001: meeting up with real estate promoters and with investors who were interested in our brand. And we made some very good contacts," said Alain Caron, director of development for French company Bricorama. "Of course we wanted to return because following that visit we signed a franchise contract in Morocco where we shall be opening our first 5,000 sq m DIY shop in May 2003. We shall be the first mainstream DIY outlet to open in Morocco."

FRANCE

Domaxel's new destinations

"MAPIC is very different from the other professional exhibitions because of the quality of the contacts you can make. We've met promoters working in southern Europe and we hope this will lead to some new projects," said export manager Elise Malaret of Domaxel Group in France. This group of independent DIY and home furnishings businesses brought together their retail sales outlets under the Weldom banner in 1999. With four shops in Russia and two in the Baltic States, Domaxel has set its sights on Morocco and Romania, and a second outlet is due to open shortly in Madagascar. "Now that we are well established in France, it's time to make our mark overseas," Malaret said.

FRANCE

Flower shop flourishes

FRENCH self-service flower shop Rapid'Flore made its first appearance in MAPIC's Masterfranchise Village in the hope of finding masterfranchisees to help its push for international expansion. Established in 1995, Rapid'Flore has 125 shops in France and four masterfranchises in Belgium, and will soon open in Germany. The brand aims to open 30 franchises a year in France and abroad, with particular focus on Italy, Spain and Switzerland.

FRANCE

Quick steps up involvement

"I ALWAYS used to visit MAPIC, but this is the first time I've come as an exhibitor," said Serge Grollier, international franchise development manager of Quick in France. "We wanted to exploit the opportunities offered by the Village, showing how eager we are to continue working in France as well as developing overseas through franchises or masterfranchises." Quick has 330 restaurants in France, 87 in Belgium, seven in Luxemburg, four on La Reunion, and one in each of Morocco, Andorra and Tsintao in China. Quick is especially interested in China and the Middle East.

FRANCE

Village helps slimming centres widen appeal

PHYSIOMINS has attended MAPIC for the past three years, twice in the Masterfranchise Village. "The exhibition enabled us to make lots of contacts, but being in the Village helped to increase our presence. We made some very promising foreign contacts," said Edouard Falguieres, international manager of Physiomins International. Physiomins has 150-plus franchised slimming centres in France and is beginning to look further afield. "We are already present in 15 countries and are open to any new opportunities," Falguieres said.