

## FACULTY

The faculty will include speakers from EFLAW, the European Franchise Lawyers association:

**Paul D. Sher**  
Paul D. Sher and Associates  
Attorney-at-Law  
Belgium

Paul D. Sher and Associates, deals principally with the negotiation, drafting and termination of European and US franchising, agency, distribution and licensing agreements and the structuring, establishment and maintenance of European subsidiaries of foreign-based companies. Mr. Sher is a member of the American and Belgian bars and has worked in the area of sales concessions for more than 15 years in Europe, both as an attorney and in business.

**Thomas Doerer**  
Rechtsanwalt  
Germany

Thomas Doerer practices business law including all aspects of company law, commercial law, intellectual property, competition and contract law. The primary focus of his practice is franchise and distribution law.

Mr. Doerer was admitted to the bar in 1982 after working in an international consulting group which focused on franchising and distribution with marketing counselling and active project management throughout Europe.

**Maitre Olivier Gast**  
Avocat a la Cour de Paris  
France

Oliver Gast is a member of the Paris bar and the Founder-President of the European University of Franchising at Colmar and President of the Franchising committee of the Union International des Avocats.

Mr. Gast has written more than 150 articles on the subject of Franchise law, EEC law, competition law and modern business, published in the business and legal press. He is the author of several books including, *How to negotiate a franchise*, *A guide to international franchising* and *European competition and franchise law procedures*.

**Ekkehard Brysch**  
Economist/Franchise Systems Adviser  
Germany

Ekkehard Brysch studied Economics, Political Science and Law at the University of Goettingen (Germany). After working with a consulting group in Hannover, he started his own firm in 1980. The firm specialises in assisting companies to create 'lean distribution' systems such as agency, branch or franchise systems.

The Faculty will be supplemented by guest speakers, including a banker and a European franchisor.

### IN-COMPANY TRAINING

The Franchising Alternative is one of many MCE public courses which can be run inside a company, tailor-made to fit a client's particular management development objectives.

For more details, please contact: Paul Farnham,  
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Dorset BH1 1AA, UK.