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EXPOFRANQUICIA '09 hosts the Staging of the third Madrid Franchise Forum

The Franchising Trade Fair, EXPOFRANQUICIA '09, an event that is due to be staged by IFEMA between 7th and 9th May 2009 at its facilities at Feria de Madrid, will organise the MADRID FRANCHISE FORUM for the third consecutive year. In this respect, the fair will complement its trade activity with an interesting programme of conferences and debates aimed at providing visitors with an in-depth and integral perspective of the franchising industry.

 The Conferences will encompass an entire range of meetings, analysing the current state of the franchising sector in Spain and becoming a key debating forum for the industry. These events, which will be organised by EXPOFRANQUICIA in collaboration with MundoFranquicia Consulting, will be free to all visitors.

The Third MADRID FRANCHISE FORUM, which will take place throughout the fair's entire three-day duration (7th to 9th May), will feature the participation of a number of renowned franchise industry professionals, including both franchisers and franchisees, not to mention journalists and representatives from the most important franchise associations and bodies in Spain.

The first day of the Programme, 7th May, will be divided into five roundtables: "Franchises for Periods of Crisis"; "From Franchisee to Franchisee"; "Financing for Franchisees"; "Beauty Sector Franchises"; and "Health Sector Franchises". We might also mention the delivery of the paper entitled, "International Markets: Italy"

The second day, 8th May, will feature five roundtables: "Franchise: An Option for Self-Employment"; "From Franchisee to Franchisee"; "A Good Time to Be a Franchisee?"; "Hotel and Catering Industry Franchises"; and "Social Service Franchises". The second day will also host the delivery of the paper entitled: "International Markets: Ireland".

On the last day of the Programme, 9th May, the following issues will be tackled: "Conflicts in Franchise Agreements"; "Franchises and the Environment"; "From Franchisee to Franchisee"; and "International Markets: Romania".

For further information: www.prensa.ifema.es, www.expofranquicia.ifema.es

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