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## Conquering new markets ... are you prepared to meet the challenge ?

Some leaders and experts from Canada, the United States and France will bring with them their experience, their vision for the future, and their advice during the International Franchise Congress in Montréal, which will take place in November.



**International Franchise Congress - Montréal,  
4,5 and 6 November 2007 - Hilton  
Bonaventure**

### Lunch conference speakers

#### **Monday 5 November at 12.00 PM**

**LOUIE W. MELE**, President of McDonald Restaurants of Canada Limited - Toronto, Canada



Louie W. Mele is President of McDonald Restaurants of Canada since 2005. His experience at the international level and his passion for quality, service, cleanliness, and value have enhanced the value of the McDonald's brand.

#### **Tuesday 6 November at 12.00 PM**

**SYLVIE FRÉCHETTE**, Olympic Gold Medallist and speaker - Montréal, Canada



Sylvie Fréchette, a successful athlete and an accomplished businesswoman, has achieved numerous major exploits due to her clear vision and her extraordinary tenacity.

### Presentation and debate centring on the theme of the Congress

#### **Monday 5 November at 9.15 PM**

**JOEL TEITELBAUM**, President of La Senza International - Montréal, Canada



Joel Teitelbaum heads a company that operates, supports, and meets the needs of 326 La Senza Lingerie and La Senza Girl boutiques in 34 countries around the world.

### Expert speakers

#### **Monday 5 November at 9.40 PM**

**MTRÉ GAYLEN L. KNACK**, attorney and international franchising expert - Minneapolis, United States



Mtré Gaylen L. Knack is a Senior Partner at Gray Plant Mooty, an advisory law firm in Minneapolis, Minnesota, and an expert in franchising. He specializes in the implementation of networks at the local and international levels.

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**Monday 5 November at 9.40 PM**

**YOSHINO NAKAJIMA**, Vice-President of Home Instead Senior Care - Omaha, United States



Yoshino Nakajima is the Vice-President of Home Instead Senior Care, a company that offers more than sixty non-medical services to senior citizens so that they can continue to live at home.

**Monday 5 November at 9.40 PM**

**CHANTAL ZIMMER**, Executive Director of the Fédération française de la franchise (FFF) - Paris, France



Chantal Zimmer is the Executive Director of the Fédération française de la franchise (FFF). Founded in 1971, the FFF is the oldest franchise association in Europe, comprising 112 of the most prestigious franchisors and representing 40% of franchisees in France.

### **Testimonial from international franchisors**

**Tuesday 6 November at 9.15 PM**

**JEAN HURTEAU**, President of Fruits & Passion - Montréal, Canada



Jean Hurteau, President of Fruits & Passion, heads a company that was founded in 1992, and that creates and produces unique products for which quality and originality are the most important characteristics. Fruits & Passion is very successful on the international scene.

**Tuesday 6 November at 9.15 PM**

**GUY BESSETTE**, President of Fix Auto - Montréal, Canada



Guy Bessette runs Fix Auto Canada, the largest network of independent body shops in Canada and the recognized industry leader in terms of networked services.

**Tuesday 6 November at 9.15 PM**

**MARC DESMARAIS**, CEO of Uniban Canada, Owner of VitroPlus Inc. - Montréal, Canada



As CEO of Uniban Canada, Marc Desmarais manages the largest automotive glass distributor in Eastern Canada. Vitro Plus, which is entirely Québec based, is the industry reference in terms of prevention and protection.

**Tuesday 6 November at 9.15 PM**

**CORA TSOUFLIDOU**, President of Franchises Cora inc. - Montréal, Canada



In May 1987, Cora Tsouflidou bought a tiny, unassuming snack bar in Ville Saint-Laurent. After a few months in operation, she modified the restaurant and transformed it in order to specialize in serving breakfast. Today, Chez Cora restaurants are a favourite breakfast stop across Canada.

### **Expert opinions - workshop : financial models for franchisors**

**BRIGITTE VACHON**, Samson Bélair/Deloitte & Touche - Montréal, Canada



Brigitte Vachon is an Associate Leader in the Consumer group at Samson Bélair/Deloitte & Touche Deloitte, which is one of the largest professional services firms in Canada.

**GUY BARTHELL**, Samson Bélair/Deloitte & Touche -

Montréal, Canada



Guy Barthell is a Consulting Partner at the Montréal offices of Samson Bélaire/Deloitte & Touche, and has worked in the field of strategy, market analysis, and economic development strategies for more than 19 years.

### **Expert opinions - workshop : international financing models**

**MTRE ALEXANDER S. KONIGSBERG, Q.C.,**

internationally renowned - Montréal, Canada



Mtre Alexander S. Konigsberg, Q.C., an internationally renowned attorney working at Lapointe Rosenstein, specializes in franchising. He is also an Associate Writer for The Journal of International Franchising and Distribution Law, and author of International Franchising.

### **Expert opinions - workshop : contemporary franchise models**

**MTRE JEAN H. GAGNON**, Services-conseils Jean H. Gagnon - Montréal, Canada



Mtre Jean H. Gagnon has worked as an attorney since 1974. Author and writer of numerous courses, training sessions, and seminars on franchising, Mtre Gagnon has also written 17 books on franchising and corporate management.

**E EDWARD (NED) LEVITT**, attorney and expert in franchising and corporate law at Gowlings - Toronto, Canada



Mtre Edward (Ned) Levitt, attorney and expert in franchising and business law at Gowlings, has more than 30 years of experience in franchising and corporate law. In 2007, he received the Recognition Award from the Canadian Franchise Association.

### **Expert opinions - workshop : management models for succession planning**

**JULIE CARIGNAN**, Partner and Vice-President of Société Pierre Boucher - Montréal, Canada



Julie Carignan, Vice-President and Partner of Société Pierre Boucher, is an organizational psychologist. Société Pierre Boucher offers a broad range of ingenious and innovative solutions that promote the success of organizations by enabling them to develop and optimize their greatest resource: human capital.

### **Expert opinions - workshop : design models and commercial layouts**

**CÉDRIC MILIOTIS**, Paris CEO - Agence Shop, Member of the 1B1 Network - Paris, France



Cédric Miliotis is a renowned brand strategy and design management expert on brands, distributors, and restaurant networks. In 2007, he was awarded the Janus du commerce and the Icona d'Or for his creativity in the Bonne Journée concept (SSP group), and the Palme d'Or from the Leaders Club for the new Zenzen restaurant concept (Codima group).

Source: [International Franchise Congress](#)

