

## WFC and APFC meetings this August in Kuala Lumpur in conjunction with the FIM 2008, 31st July - 3rd August 08

*World Franchise Council (WFC) meeting held in Athens, Greece on 1 March 2008 has given the recognition to Malaysian Franchise Association (MFA) to host the bi-annually WFC meeting here, in August 2008. In the meantime, MFA which is also presently serving as the Asia Pacific Franchise Confederation (APFC) permanent secretariat will also be the host for its annual meeting held concurrently in Kuala Lumpur. The meetings will be focusing on the development and current issues of the franchise industry, regionally and worldwide.*

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This is truly an honor to MFA which has been striving very hard towards the growth of franchising industry worldwide, thanks to the Malaysian government's franchise friendly policies. It will enable us to play a more significant role to ensure a multilateral co-operation within the region in order to leverage on the global franchise scene.» says MFA chairman, Dato' Mukhriz Tun Dr. Mahathir.

By organizing an international conference like such, MFA hopes to encourage more foreign investors in the country to boost the local franchise industry. «By having foreign franchise business in Malaysia, it will also make local franchise business more competitive.» he adds. The WFC and APFC are both the amicable, non-political associations of National Franchise Associations. The objectives are to inform each member countries of the developments and to represent international franchising to international bodies. The full memberships are open to all National Franchise Associations whose constitution requires a subscribing membership and a governing body which is in the majority composed of franchising companies. For each country, only one national franchise association will be recognized. The secretariat moves from country to country.

Under the umbrella of WFC, there are 38 franchise associations from all over the world: Argentina, Australia, Austria, Belgium, Brazil, Canada, Czech Republic, China, Denmark, Egypt, Finland, France, Germany, Great Britain, Greece, Hong Kong, Hungary, India, Italy, Japan, Kazakhstan, Malaysia, Mexico, Morocco, Netherlands, New Zealand, Philippines, Portugal, Russia, Singapore, Slovenia, South Africa, Sweden, Switzerland, Taiwan, Turkey, U.S.A. and the European Franchise Federation. While the APFC has 16 franchise associations within the Asia Pacific region: Australia, China, Hong Kong, India, Japan, Malaysia, Philippines, Singapore, South Africa, Taiwan, New Zealand, Indonesia, Bangladesh, India and Korea.

Franchising Association of India ([www.fai.co.in](http://www.fai.co.in)) is an active member of World Franchise Council and Asia Pacific Franchise Confederation. It has helped its members to expand internationally.

MFA is also one of the founding members of both WFC and APFC which were established in 1994 and 1998 respectively. The meetings will be held in conjunction with the Franchise International Malaysia 2008 (FIM2008) exhibition and conference that is scheduled from 31st July to 3rd August 2008 at the Putra World Trade Centre (PWTC), Kuala Lumpur.

«This year, we will be witnessing the presence of the heads of franchise associations and key players in the franchise industry all over the world from countries like the United States, United Kingdom, Argentina, France, Germany, Italy, Canada, China, Japan, Australia, Singapore and the Philippines. We foresee a bigger influx of foreign participation in the exhibition and conference

exceeding last year's 35 per cent due to MFA hosting both WFC and APFC meetings.» Mukhriz says.

Besides exhibition and conference, several value-added programs are also outlined such as seminar, workshop, dialogue, trade visit and meeting with government officials for international participants.

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The Franchising Association of India is a Membership Organisation of Franchisors, Franchisees, Vendors, Consultants, Financial Institutions and Students and others. Our services are dedicated to provide a one-stop shopping experience for franchising business and with membership of the prestigious World Franchise Council we have ongoing access to knowledge of the World accepted best practice related to Franchising in different areas of business activity as also networking contacts with the WFC member Franchising Associations in different parts of the world for generating new business opportunities for Indian entrepreneurs.

In recognition of the increasing role of franchising in the market place and the very beneficial positive contributions of franchising to the Indian economy, the franchisor and franchisee members of the FAI believe that franchising must reflect the highest principles and standards of fair business practices.

### **Mission**

Tap the vast entrepreneurial energy available in the country by promoting the concept and practice of franchising in India.

### **Objectives**

- Exchange and safeguard the business environment for franchising, both with regard to franchisors and franchisees
- Act as the resource centre for current and prospective franchisors, franchisees, the media and the Government.
- Disseminate knowledge to promote the concept of 'franchising' and propagate it as a healthy business practice.
- Establish a forum for discussion and deliberation on Franchising related matters and problems and help promote the interest of members by organising seminars, conferences and meetings.

### **Activities**

- To work towards achievement of the above mission and objectives our activities will include:
- Creation of appropriate forums for discussion of issues and problems related to Franchising.
  - International linkages to promote - bringing in of foreign franchisors and best practice for doing business in India through Marketing India at International Expos and otherwise.
  - Make representations to the Government with regard to legislative and other measures affecting the promotion of concept and practice of Franchising.
  - Encouraging Bank and Venture Capital funding for franchisees.
  - Publication of Franchising Successes
  - Creation of India's most comprehensive [Online Franchise Directory](#) - which helps franchisors promote their business's and attract new franchisees.

For more information about FAI, please visit [www.fai.co.in](http://www.fai.co.in)

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You can also visit [www.fai.co.in](http://www.fai.co.in) for more information.