



## MADRID WORLD CAPITAL OF FRANCHISE 2019

The next World Franchise Council (WFC) meeting will be celebrated in Madrid (Spain) from 4th to 6th April, coinciding with the expo Expofranquicia (<https://www.worldfranchisecouncil.net/>).

It will be a meeting of 47 franchise associations representing the continents of North America, Asia-Pacific Confederation, Ibero-America and Europe.

The representatives will be the Presidents or General Managers of the association of the countries, not representing their brands but the franchise sector in their respective countries. We're expecting about 60 people.





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**WFC General Secretariat**

**Letter of recommendation - for Expofranquicia - held on April 4-6, 2019 parallel with the World Franchise Council meeting chaired by ASOCIACIÓN ESPAÑOLA DE FRANQUICIADORES "AEF"**

The World Franchise Council (WFC) is a non-political Federation of 44 national franchise associations from around the world, together with 3 supra national bodies – the Asia Pacific Franchise Confederation ; the European Franchise Federation and the Ibero-American Franchising Federation (FIAF).

Formed in 1994, it aims to promote the growth of franchising internationally, and facilitate best practice in franchise association management among its members. It also aims to foster and encourage the development of franchise associations in nations where such an association does not currently exist.

Franchising has been growing worldwide. Global markets are receptive to the business model. The business model provides entrepreneurial minded business people with an opportunity to run their own "shop." What makes franchising attractive not just for individual entrepreneurs but also for foreign countries is its contribution to economic output. According to the most recent WFC Survey on the Economic Impact of Franchising Worldwide study, it is estimated that 2.6 million franchised businesses sustain over 29 million jobs around the world. On average, franchising contributes 2.7% to national GDPs.

Franchising also provides an opportunity for franchisors to expand globally. An adjusted average 28% of franchised concepts in a given country are actually foreign based. Consumers are open to foreign products and services, and as a result local economies benefit. As franchising is poised to play an ever more significant role for the world's economies.

In Spain the Number of Brands reached 1,348 with a number of units 74,398. The number of Brands of Domestic Origin that operate abroad is 313 ,These figures shows that the Spanish franchise business has huge potential for growth.

Leaders of the franchise community from more than 40 countries of the world, including the countries of South, Central and North America, Europe, Southeast Asia and the Middle East, and Africa will participate in the Forum and Expo.

The SPANISH FRANCHISE ASSOCIATION "AEF" has played a leading regional and global role in promoting franchising business model. Expofranquicia Madrid 2019; paves the way to innovation to be an integral part of the franchise business model. AEF events promises to provide exceptional opportunities to attend and hear world class speakers, visit the exhibition, attend seminars and make the most of the educational programs available.

**Dr. Hatem Zaki**

**World Franchise Council General Secretariat**

**EFDA Board Member Int. ,Egyptian Franchise Development Association "EFDA"**





## EUROPEAN FRANCHISE FEDERATION

*"The Single Voice for the Franchise Industry & its Ethics in Europe"*

international not-for-profit association, aisbl  
Rue Washington, 40, B-1050 Brussels, Belgium  
info@eff-franchise.com - [www.eff-franchise.com](http://www.eff-franchise.com)

### Letter of Recommendation

The ASOCIACIÓN ESPAÑOLA DE FRANQUICIADORES-AEF, the single accredited professional association for franchising in Spain is a long-standing member of the EUROPEAN FRANCHISE FEDERATION (EFF) as well as the WORLD FRANCHISE COUNCIL (WFC).

Each of these organisations are federations of accredited national franchise associations.

The EFF federates franchise associations from Europe/EU.

The WFC federates the franchise associations **from 47 countries from all the regions of the world.**

Each year the WFC organises two meetings, each time in a different part of the world.

In **April 2019**, the **ASOCIACIÓN ESPAÑOLA DE FRANQUICIADORES-AEF** has offered to host the first meeting of the year in conjunction with **EXPOFRANQUICIA in Madrid.**

This is a fantastic opportunity to bring international franchise entrepreneurs and association delegates to Spain, and in particular to EXPOFRANQUICIA Madrid as well as for Spanish franchising to showcase its dynamic market to the world. It is also the occasion for the AEF to host its sister associations and to put its talents at the service of the world community of franchising.

The EFF is proud to bring its full support to the AEF in the organization of the Spring 2019 meeting of the World Franchise Council.

Sincerely,

Carol Chopra  
Executive Director  
European Franchise Federation – EFF  
Rue Washington 40, 1050 Brussels, Belgium  
info@eff-franchise.com

[EC DG CONNECT-European Code of Ethics for Franchising:](https://ec.europa.eu/digital-single-market/en/content/eff-european-code-ethics-franchising)

<https://ec.europa.eu/digital-single-market/en/content/eff-european-code-ethics-franchising>

2017 - 2019

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## MESSAGE FROM ASIA PACIFIC FRANCHISE CONFEDERATION

Congratulations to Asociación Española de Franquiciadores (AEF) for graciously hosting the 1<sup>st</sup> 2019 World Franchise Council Meeting (WFC). Currently with 46 member-countries, WFC is an important gathering of the franchise leaders and experts around the world for mutual franchise promotion and sharing of global best practices and significant ideas to bring forward franchising worldwide.

The convergence of WFC members in Madrid on April 4-6, 2019 will give tremendous opportunities for Spain, AEF and the much-awaited Expofranquicia. Showcasing the most famous and exciting brands in Spain and the latest franchise trends and developments during event will certainly bring greater interest for Spain Franchising. Through the support of WFC, this historic event would redound in making the Country's economy more vibrant and robust because of the positive benefits and advantages of franchising.

As a proud member of the WFC, we, at the Asia Pacific Franchise Confederation (APFC), look forward to come to Madrid and support the endeavors of AEF in bringing the Spain franchising sector to greater heights.”

Asia Pacific Franchise Confederation (16 member-countries)  
*Australia, China, Emirates, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, Turkey*

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San Miguel Ave., Ortigas Center, Pasig City 1600 Philippines  
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📱 philfranchiseassoc 📺 philfranchise

A proud member of:





December 18, 2018

To Whom It May Concern:

I am writing on behalf of the International Franchise Association (IFA) to express enthusiastic support for the Spanish Franchise Association's (AEF) hosting of the World Franchise Council (WFC) in Madrid in April 2019.

The International Franchise Association is the world's oldest and largest organization representing franchising worldwide. Celebrating over 59 years of excellence, education and advocacy, IFA works to protect, enhance and promote franchising. The World Franchise Council is an international entity that unites the franchise associations of 45 countries. The World Franchise Council supports the development and protection of franchising and promotes a collective understanding of best practices in fair and ethical franchising worldwide.

April 2019 would be the first time the World Franchise Council will have met in Spain in its 25-year history. AEF's hosting of the World Franchise Council will put the spotlight on the growth, vitality and achievements of the Spanish franchise sector in front of franchise leaders from around the world. The presence of the global franchise leaders in Madrid will create new contacts between members of the Spanish franchise community and their international compatriots. These contacts commonly lead to business deals and in turn growth and job creation in the economy of the host country. From its experience hosting the WFC, IFA can attest that hosting will offer Spain and AEF further benefits including more international attendees and exhibitors at the associated conference and expo. Lastly, hosting the WFC and chairing the associated meetings of franchise associations from around the world will serve as a hallmark of AEF's growth and achievements as an association.

IFA appreciates its longstanding friendship and partnership with AEF and looks forward to participating in the meetings hosted by AEF in Madrid in April 2019.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J. Merin', is located below the 'Sincerely,' text.

Josh Merin, CFE  
Chief of Staff & Vice President, International Affairs



Madrid, 6 de febrero 2019

La Asociación Española de Franquiciadores (AEF) nace hace más de dos décadas con el objetivo de proteger, representar y promocionar al franquiciador español. Hoy en día reúne a casi 200 franquiciadores y, desde hace muchos años, es miembro de la European Franchise Federation (EFF) y del World Franchise Council (WFC).

Como Ministra de Industria, Comercio y Turismo creo firmemente que la franquicia es un sistema de comercialización empresarial fundamental para la economía y para la generación de riqueza. En España, ha facturado más de 27.500 M€ y dado empleo a aproximadamente 278.000 personas este último año. La franquicia, además, contribuye de manera muy importante a dos temas que preocupan mucho a este Gobierno, como son la difusión de la tecnología, buenas prácticas y know-how en el ámbito comercial; y la formación y capacitación de nuestros trabajadores.

La importancia que mi Ministerio otorga a la franquicia es tal, que hemos llevado a cabo varias medidas destinadas a fomentar este sistema, como son la supresión de los registros de franquiciadores y de empresas de ventas a distancia, lo que supondrá un ahorro de 1,4 millones de euros para las administraciones y empresas al eliminar cargas administrativas; y el recién firmado Protocolo General de Actuación entre la AEF y la Secretaría de Estado de Comercio.

Mediante la presente carta, me gustaría felicitar a la AEF por acoger EXPOFRANQUICIA 2019, así como la primera reunión del Consejo Mundial de Franquicias (World Franchise Council) de este año, que tendrán lugar ambas en Madrid el próximo mes de abril. Le deseo el mayor de los éxitos en la organización de estos dos eventos que son, sin duda, una oportunidad fantástica para el sector y para el país.

Recibe un cordial saludo,



**Pablo Conde Díez del Corral**  
**Director de Moda, Hábitat e Ind. Culturales**

**ICEX España Exportación e Inversiones**  
Paseo de la Castellana 278  
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Asociación Española de  
Franquiciadores  
Eduardo Abadía  
Edificio Negocenter Business Center  
C/ Paseo de la Castellana, 135 – 6º  
(despacho 621)

Madrid, 4 de febrero de 2019

Estimado Eduardo:

ICEX España Exportación e Inversiones se congratula de la celebración en España del Congreso Mundial de Franquicias que tendrá lugar en Madrid, entre el 4 y el 6 de abril de 2019, coincidiendo con el Salón Internacional de la Franquicia (EXPOFRANQUICIA).

La elección de Madrid como marco para el Congreso Mundial de Franquicias se corresponde a la iniciativa y gestión de la Asociación Española de Franquiciadores (AEF) una de las más prestigiosas y veteranas organizaciones empresariales de España que, desde 1996, colabora con ICEX en la promoción internacional de la franquicia española.

En términos cuantitativos, las 334 enseñas de franquicias españolas operan en 139 mercados exteriores, con 22.394 establecimientos abiertos y operativos. El 75% de esos mercados se concentran en Europa y América, con 19.200 establecimientos. Los sectores que cuentan con el mayor número de locales son moda, alimentación, dietética y farmacia, belleza y estética, hostelería y restauración.

Las franquicias españolas, de la mano de la AEF, han implementado en los mercados exteriores un modelo de internacionalización exitoso que combina, entre otros, elementos propios de la inversión exterior con los de la exportación convirtiéndose en una versátil forma de acceso a cualquier mercado internacional. Las franquicias españolas además han contribuido a mejorar la calidad del emprendimiento y fomentado la creación de nuevos negocios en los países donde operan y, por tanto, a mejorar su situación económica general.

La potencia y solidez del sector español de la franquicia se muestra asimismo en unas cifras de facturación que rondaron, en 2017, los €28.000 millones; en las 1.348 enseñas operando en el mercado nacional que emplean a cerca de 180.000 personas: se trata de un sector vigoroso que demuestra la fortaleza de su modelo de negocio tanto en el mercado español como en los exteriores.

Por ello, y con el fin de reiterar el compromiso que ICEX España Exportación e Inversiones tiene desde hace 23 años con el sector, la AEF e ICEX celebrarán una jornada informativa en la que el Director de Moda, Hábitat e Industrias Culturales de ICEX expondrá las diversas actividades e instrumentos útiles de la Administración Española para fomentar la internacionalización de la franquicia española.

Dicha jornada tendrá lugar en la sede de ICEX España Exportación e Inversiones en Madrid (Paseo de la Castellana, 278) la mañana del 5 de abril de 2019 y estarán invitados los presidentes o los directores generales de las 44 asociaciones empresariales de franquicias de todo el mundo representando a EE. UU., Confederación Asia-Pacífico, Iberoamérica, África y, por supuesto, la Federación Europea de Franquicias (EFF).

Pablo Conde Díez del Corral

Madrid, 25 de febrero de 2019

Dear Sirs and Madams,

It is an honour to host the next World Franchise Council (WFC) for the City of Madrid. Our city has a long and fruitful relationship with this important form of business. The streets of Madrid are the host of large representation of franchises for all over the world, offering Madrid residents their varied and diverse range of products, thus enriching the value of our urban habitat. Nevertheless, Madrid also hosts the influential international fair "Exporfranquicia" every year, which makes us for a few days, a great international reference for this business.

Receiving the members of the World Franchise Council, allows us to offer and share the enormous facilities that Madrid offers to host events of such relevancy. In addition, it is an excellent opportunity to show the potential and the attractiveness of this city.

We hope that the World Franchise Council meeting will be of great success and we are confident that Madrid will offer its best perspective and it will be an incomparable setting for your activities. We send you our warmest greetings,



Concepción Díaz de Villegas Soláns

Madrid, 31 de Enero de 2019

Dear Sirs and Madams,

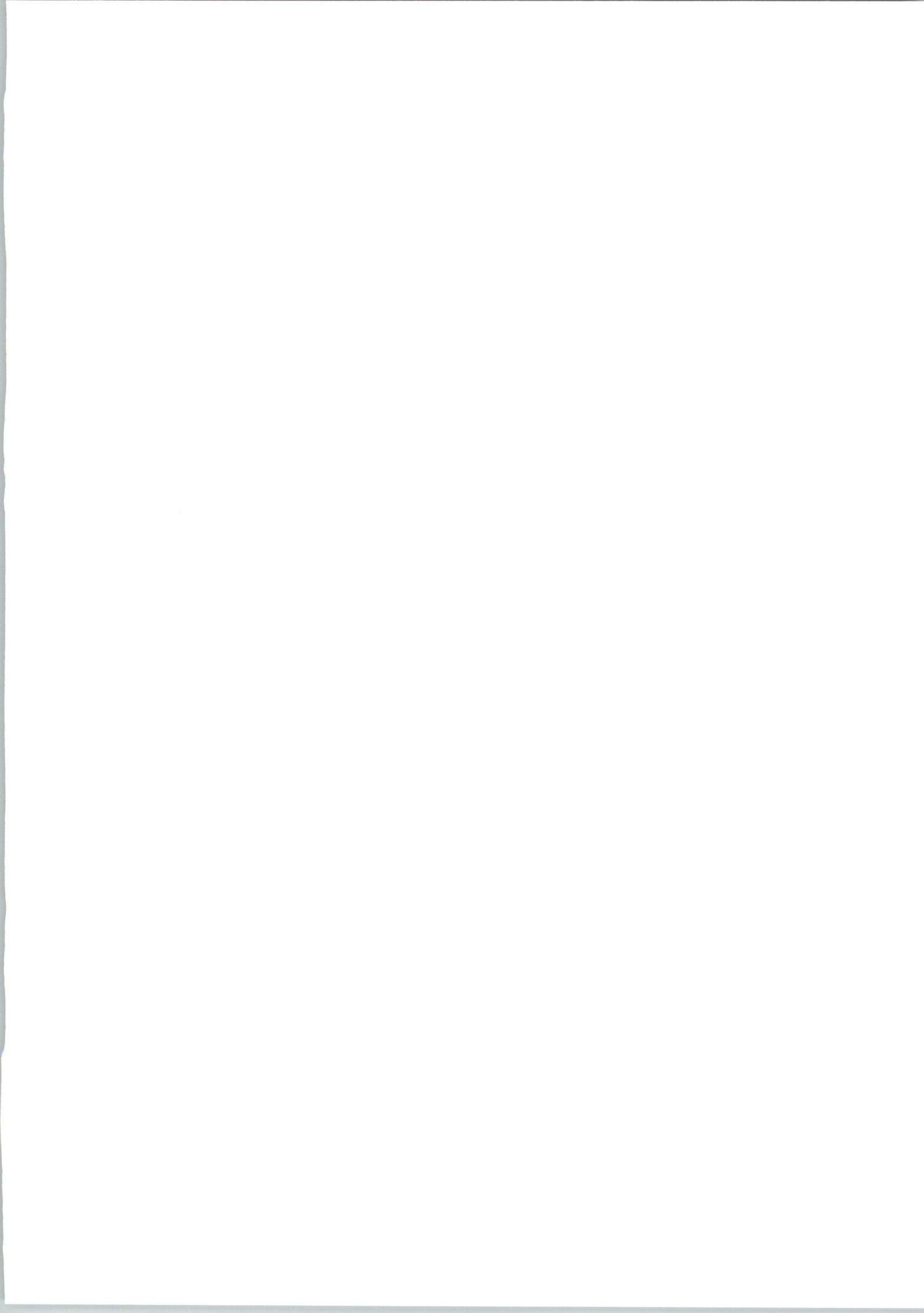
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EL SUBDIRECTOR GENERAL DE ATRACCIÓN DE  
INVERSIONES E INTERNACIONALIZACIÓN  
EMPRESARIAL

Fdo.: Daniel Vinuesa



Madrid, 6 de marzo de 2019

Estimados Sres.,

Desde **Madrid Foro Empresarial**, manifestamos nuestro apoyo e interés en que se lleve a cabo Expofranquicia, en cuyo marco se celebrará el **Consejo Mundial de Franquicias Franquicias** (World Franchise Council, WFC), que por primera vez trae a España y a Madrid, la **Asociación Española de Franquiciadores (AEF)**.

Consideramos que se trata de una acción de gran interés, como el punto de encuentro por excelencia de profesionales, inversores y emprendedores interesados en esta fórmula comercial como opción para desarrollar un negocio.

La participación de más de 500 enseñanzas en expansión activa a lo largo de 250 stands y la asistencia de 15.000 visitantes, en cada edición, confirman el liderazgo y representatividad de este salón que ofrece al mundo de la franquicia un espacio de gran dinamismo donde realizar contactos eficientes con las mejores garantías de éxito.

Muchas gracias por tener en cuenta nuestro apoyo.

Un cordial saludo,



Hilario Alfaro. Presidente.

MADRID FORO  
EMPRESARIAL