



# MADRID

## WORLD CAPITAL OF FRANCHISE 2019

### Summary

#### LIST OF THE ASSOCIATIONS ATTENDING

- 
- |  |              |
|--|--------------|
| ARGENTINA  | HUNGARY      |
| ASIA PACIFIC FRANCHISE<br>CONFEDERATION (APFC)             | INDONESIA    |
| AUSTRALIA  | ITALY        |
| BRAZIL   | KOREA        |
| BRITAIN  | LEBANON      |
| BELARUS  | MEXICO       |
| CHINA  | NETHERLANDS  |
| COLOMBIA   | NEW ZEALAND  |
| CROATIA  | PHILIPPINES  |
| EGYPT  | POLAND       |
| Emirates Association for<br>Franchise Development<br>"FAD" | PORTUGAL     |
| EUROPEAN Franchise<br>Federation (EFF)                     | RUSSIA       |
| FIAF   | SINGAPORE    |
| FINLAND  | SOUTH AFRICA |
| FRANCE   | SPAIN        |
| GREECE   | TAIWAN       |
| GUATEMALA  | TURKEY       |
|  | USA          |
|  | VENEZUELA    |



## 3rd April

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Most of the delegates arrived to Madrid the 2nd or the 3rd of April, the WFC activities started this afternoon.

### **18:00 p.m. Cocktail at Intercontinental Hotel**

The hotel offered a sweet cocktail with champagne and a cake with the WFC logo on it:



### 19:00 p.m. Walk down the Madrid's Golden Mile

Four fashion shops opened their door for the delegates with excellent discounts for them: Fulham ([www.fulham.es](http://www.fulham.es)), Patch (<https://patchonline.es>), Beni Room (<https://beniroom.com>) and Alfaro1926 ([www.alfaro1926.com](http://www.alfaro1926.com)), thanks to the support of Acotex:



## 20:30 p.m. Dinner at Sottosopra

A beautiful restaurant with traditional Roman food:  
<https://www.sottosopra.es/>



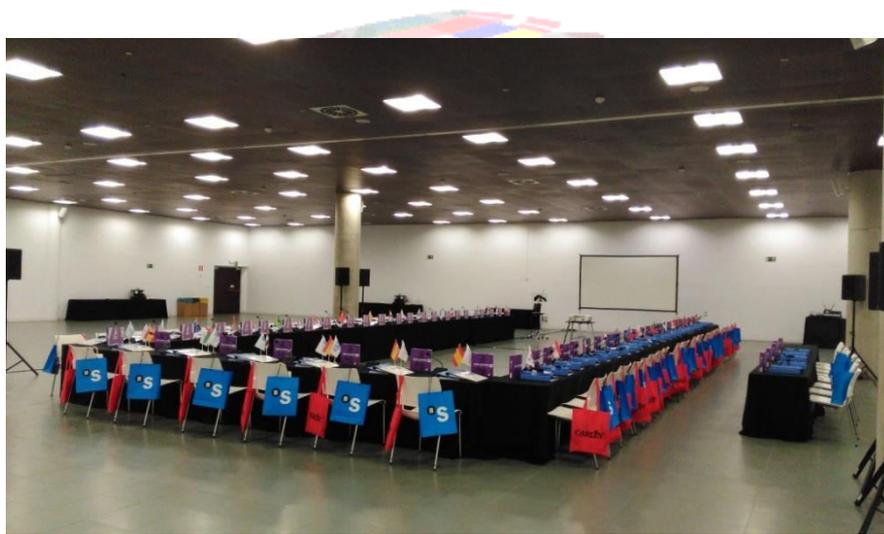
**Videos:** <https://youtu.be/oBRR3sc0uBs>  
<https://youtu.be/1NZb4HtLNKo>





4th April

8:30 a.m. Everything was ready at the Oriente Room at IFEMA to start the WFC meeting.





Welcome to the delegates and the meeting began:



At **11:00 a.m.** the Minister of Trade, Ms. Reyes Maroto, arrived to the room to speak at the meeting and welcome everybody to Madrid. She gave a speech about the commerce and the franchise in Spain and she officially inaugurated the WFC.

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[Download the Minister's speech](#)

The authorities who also came to the inauguration of the meeting were:

- Ms. Ester Borrás, Assistant Manager of the Secretary of State of Global Spain
- Ms. Estrella Martín, Deputy Manager of Commerce and Entrepreneurship of Madrid City Council.
- Mr. Eduardo López-Puertas, General Manager of IFEMA.



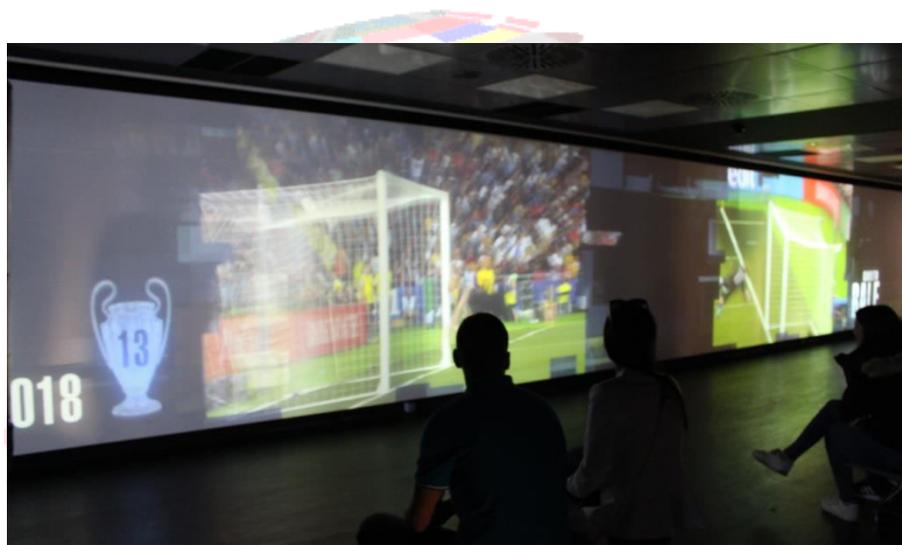
After the inauguration, all the WFC members and the authorities went to Expofranquicia for the inauguration of the expo at **12:00 p.m.**:





## 18:30 p.m. Tour: Santiago Bernabeu (Real Madrid)

One of the recreational activities were a tour inside the Santiago Bernabeu Stadium, where they could enjoy the history of the Real Madrid football club.



## 20:30 p.m. Dinner at Ginos

We had dinner in one of the restaurants of our member: VIPS Group  
<https://www.grupovips.com/>



## 5th April

### 9:00 a.m. WFC meeting: Second day

We had three external presentations proposed by AEF:

- Daniel Vinuesa Zamorano, Deputy General Manager of Madrid Investment Attraction
- Pablo Conde Díez del Corral, Director of Fashion, Habitat and Cultural Industry of ICEX
- Jordi Ruiz de Villa Jubany, President of AEF Legal Committee and Partner of Fieldfisher Jausas

Jason Gehrke's presentation: Potential new franchise laws in the world's most regulated franchise economy, and what this could mean for other countries (Australia).

Our colleagues of FAD show us a video about the next WFC meeting that they will be hosting at Abu Dhabi next October.

And three WFC members presented their candidacies for the 2020 meeting:

- South Korea
- Philippines
- Lebanon



## 12:00 p.m. Special Workshop at Expofranquicia: WFC women

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Discussion panel with five WFC female delegates who explained their careers and the franchising market in their countries:

- Luisa Masuet, President of Spanish Franchise Association
- Susan Su, Director of Chinese Franchise Association
- Chantal Zimmer, Chairperson of French Franchise Association
- Salma Al Mansoori, Manager of Emirates Association for Franchise Development “FAD”
- Agnessa Osipova, President of the Russian Franchise Association



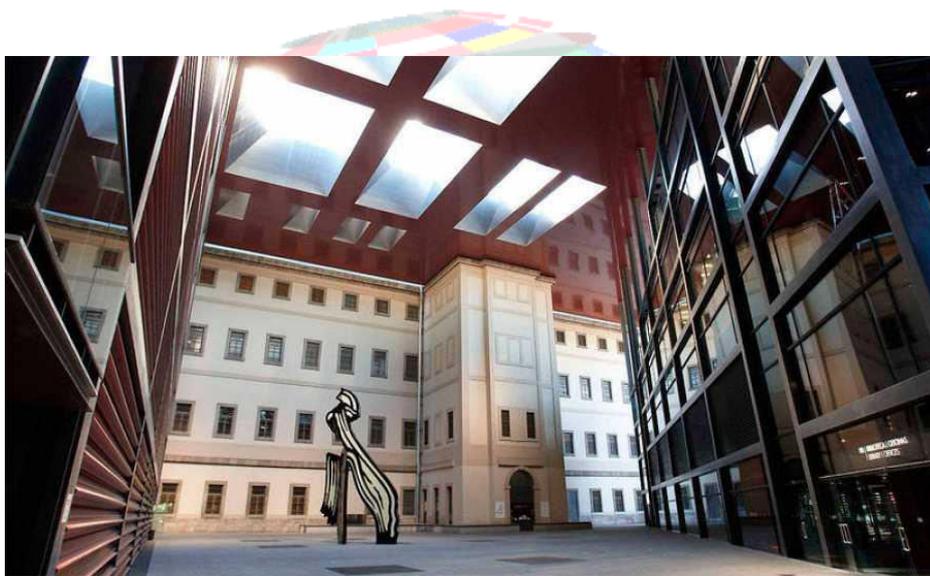
### 13:00 p.m. Cajamar Awards

Our partner member, Cajamar, gave a recognition awards to several franchising brands and one award to Hatem Zaki, WFC General Secretariat, because of his professional career:



## 18:00 p.m. Visit to Reina Sofia Museum

We visited one of the most important museums in Madrid:



## 20:30 p.m. Gala Dinner: La Favorita

Crowning touch for the WFC meeting, A beautiful restaurant with excellent live opera voices:





6th April

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### 11:00 a.m. Touristic tour: Habsburg Madrid

In spite the bad weather, we couldn't let the WFC people return to their countries without a visit for one of the most important historical parts of Madrid:



## 13:30 p.m. Lunch at McDonald's

And to officially end the WFC meeting, our President invited us to one of their newest establishments in Madrid:





## THANK YOU VERY MUCH TO ALL THE WFC MEMBERS AND FEDERATIONS

Here you can download:

[Photos 3rd and 4th April](#)

[Photos 5th and 6th April](#)

(Available till 28/4/19, if you need them after this date, please just ask AEF)

And a surprise!

[WFC Madrid Summary Video](#)

