

# 13<sup>th</sup> Global Franchise Forum

Setting course for international franchising

LISBON, May 21 - 23, 2025

MORAIS LEITÃO  
GALVÃO TELES, SOARES DA SILVA  
& ASSOCIADOS



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# Join Franchise Pool International's 13<sup>th</sup> Global Franchise Forum

Whether you're an experienced international brand or just starting to break onto the international scene, there could be a huge number of benefits to you attending:

**Brand presentations:** Put your brand in front of representatives from dozens of different countries and raise your brand visibility

**International networking:** Interact with potential country partners, regional experts, and industry professionals to learn what works in their home territories

**Best practices:** Learn strategies and best practice from some of the most successful international franchisors

**Masterclasses:** Learn about the most important expectations and market trends to help inform your future strategy

**Expand internationally:** Make important contacts in your target markets who can local prospect masters, developers and investors



# 3 days full of know-how & networking

## Wednesday, May 21

### 16:00 - 17:30 Masterclass "Essentials to take your franchise international"

Franchise experts will guide you through the essential homework and preparation, key do's & don'ts before going international and cultural, commercial, legal & strategic issues to consider before going international.

### 18:00 - 19:30 Welcome Reception for all participants

Meet the group on the **rooftop** bar of Morais Leitao with stunning views over Lisbon.

## Thursday, May 22

### 09:00 - 17:00 Conference

A full day loaded with know-how and networking with over 15 brand presentations, masterclasses and podium discussions, all by global thought leaders in international franchising.

### 19:30 - 22:00 Global Forum Dinner

Nothing makes us happier than being in good company, sharing the dishes we enjoy the most, always with great conversation. We will do so at **star chef José Avillez'** spectacular restaurant Páteo.





**Friday, May 23**

**9:00 - 12:00 half-day conference**

Another half day with more brand presentations, masterclasses and podium discussion transferring know-how and best practices in international franchising.

**13:00 - 17:00 One-to-one meetings**

**An essential part of the Global Forum:** “**One-to-One meetings**” are often the starting point of profitable long-term relations with individual FPI consultants. Make individual appointments with FPI consultants of your choice and discuss specific markets and expectations and ask your questions for each country specifically.

**19:30 - 22:00 Time out Market**

For those who would like to spend a little more time in vibrant Lisbon, you can meet after the conference informally with the remaining participants at Time Out Market Lisbon. The market is home to 40 local top-notch restaurants and bars to find some of the freshest fish and meat and tastiest wine in town.

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# ONE STOP SHOP FOR INTERNATIONAL FRANCHISE DEVELOPMENT

Franchise Pool International® is Europe's leading network of franchise consultants, experts and brokers specialized in consulting franchisors and investors in international development and brokerage of franchise brands.

FPI® actively covers over 35 countries across Europe, the UK, North America, Southeast Asia and the Gulf Region.

Franchise Pool International® offers franchisors the opportunity to develop their brands into some or all of these markets, through one primary contact in their domestic market.

**Our motto for Lisbon?**  
**"The leading forum for international expansion."**







### Where:

The Auditorium @ MORAIS LEITÃO, Rua Castilho, 165, 1070-050 Lisboa mlgts.pt

### When:

May 21 – 23, 2025

### Who can attend:

Number of brands as **presenters** - strictly limited, first come first serve

Number of brands as **observers** - unlimited

### Registration fees :

**Presenter:** early bird: 899 € until January 31 / 1.199 € until March 31 / 1.499 € from April 1 on

**Observer:** early bird: 449 € until January 31 / 649 € until March 31 / 899 € from April 1 on

**Additional attendee:** early bird: 199 € until January 31 / 249 € from February 1 on

(Fee per person, including welcome reception, coffee breaks, lunches and Global Forum dinner / VAT might apply / non-refundable after April 30, 2025)

For more information or registration contact your local FPI consultant or  
[heroes@franchiseinternational.net](mailto:heroes@franchiseinternational.net)





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