

INTERNATIONAL FRANCHISING RESOURCE GUIDE

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International Expansion by US Franchisors, 1996. Arthur Andersen LLP, in conjunction with the IFA Educational Foundation, Inc., tracks the strategies and developments used by US Franchisors. This study is a practical guide which also provides a benchmark for global growth techniques. Stock #333; IFA members \$50; non-members \$75.

International Franchising Law, Centre for International Legal Studies, Matthew Bender & Company, 1995, two-volume set, treatise coverage of franchise laws in 48 countries, annual updates. Stock #379; IFA Members \$240; non-members \$280.

The Complete Guide to Franchising in Canada, 1992, Ottawa franchise attorney Ted LeValliant, tips for good franchising from the Canadian point of view. Stock #383; IFA members \$25; non-members \$30.

Franchising in Europe, 1992, an overview of European franchising with legal and tax specifics and an outline of EC competition laws, chapters on Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, The Netherlands, Spain, Portugal and the United Kingdom, edited by London attorney Martin Mendelsohn. Stock #381. IFA members \$24.50; non-members \$28.50.

The Guide to Franchising 1992, a comprehensive overview of franchising and how to franchise a business, presented by Martin Mendelsohn. Stock #380. IFA members \$24.50; non-members \$28.50.

How to Franchise Internationally 1989, addresses the many issues to be considered when taking a business from one territory to another, including avenues for international expansion, area development agreements, and negotiating master franchise agreements, by Martin Mendelsohn. Stock #321; IFA members \$20; non-members \$30.

International Franchising 1996, an overview of the topic, including examination of commercial vehicles available, trademarks, taxation, handling difficulties, and more, by Montreal attorney Alex Konigsberg, QC Stock #371; IFA members \$160; non-members \$195.

Additional Sources

Society of Franchising publishes its proceedings annually, focusing on various global topics and researched by the academic community. Contact Cheryl Babcock at (612) 962-4402 or fax: (612) 962-4410.

Worldwide Franchising Statistics: A Study of Worldwide Franchise Associations, released in November 1995, was conducted by Arthur Andersen LLP, in conjunction with the World Franchise Council, comprised of franchise associations in 39 countries. The report quantifies several factors, including number of franchisors and franchisees in each country and/or association; number of franchisors that franchise across borders; total domestic retail volume and the volume represented by franchising. To obtain a copy of this report, contact Leonard Swartz, Worldwide Managing Director, Franchise Services, Arthur Andersen LLP, 33 Monroe Street, 12th Floor, Chicago, IL. 60603-5385, telephone (312) 931-1907 or fax: (312) 931-0588.

Contact IFA's International Affairs Department (202) 662-0760 for the following:

National Franchise Associations: a list of more than 40 associations around the world that maintain their own publications and products.

International Calendar: a compilation of international expos, seminars and conferences around the world.

One Link Leads to Another – The Internet

Surfing the World Wide Web leads to many useful sites that make your search for information on international franchising faster and easier. Following are some you will find helpful:

General Reference/Demographics/Statistics/Trends/Country Profiles/Industries Data:

c/net:<http://www.search.com> – Search an A to Z list or via several search subjects, even helpful for domestic research; Special links of note: World Wide Yellow Pages, WorldPages Power Find, Fortune Global 500, Universal Currency Converter, World Currency Exchange.

CIA World Fact book: <http://www.odci.gov/cia/publications/pubs.html>

US Department of State: <http://www.stolaf.edu/network/travel-advisories.html>

US Dept. of Commerce: <http://www.doc.gov>

USDOC/international Trade Administration: <http://www.ita.doc.gov>

Export Hotline & Tradebank: <http://www.exportweb.com>

World Franchise & Business Report: <http://www.franchise-update.com>

International Franchise Research Centre: <http://www.wmin.ac.uk~purdvd>

US Government Sources for Business Advisors: <http://www.business.gov>

Federal Trade Commission: <http://www.ftc.gov>

US International Trade Commission: <http://www.usitc.gov>

US Trade Representatives office: <http://www.ustr.gov>

US Trade & Development Agency: <http://www.tda.gov>

US Census Bureau, Foreign Trade Division:
<http://www.census.gov:80/ftp/pub/foreign-trade/www>

Commercial Service-Canada: <http://www.ita.doc.gov/cscanada>

Commercial Service-Mexico: <http://www.uscommerce.org.mx>

Global Export Marketing System (GEMS): <http://www.iep.doc.gov> – Special links to web servers for CEEBIC (Central & Eastern Europe), BISNIS (Ex-USSR Nations), BEMS (Big Emerging Markets), and Asian and Oceanic Nations.

Stat-USA Home Page (for the National Trade Data Bank): <http://www.stat-usa.gov>

Official Government of Canada Home Page: <http://www.canada.GC.CA>

Statistics Canada: <http://www.statcan.ca>

Mexican Government, National Institute of Statistics:
<http://www.inegi.gob.mc/homeing/queesinegi.queesinegegi.html>

Krislyn's Favourite International Business Sites:
<http://www.krislyn.com/sites/internat.htm>

World Trade Organisation: <http://www.wto.org>

PRS Online: <http://www.countrydata.com>

MSU-Ciber International Business Resources on the WWW:
<http://ciber.bus.msu.edu/busres/>

US Chambers of Commerce: <http://www.uschamber.org>

US Agency for International Development: <http://www.usaid.gov>

Embassies & Consulates: <http://www.embpage.org>

Arthur Andersen Business Links: <http://www.arthurandersen.com>

Franchise Time: <http://www.franchisetimes.com>

World Trade Magazine: <http://www.worldtrademag.com>

Argentina Franchise Association: <http://www.copyshow.com.ar/aaf>

Australian Franchise Association: <http://www.bizemall.com.au>

Brazil Franchise Association: <http://www.abs.com.br>

Franchise Association of Southern Africa: <http://www.4africa.com> or
<http://www.infodoor.co.za>

Austrian Franchise Association: <http://www.telecom.at/wklms/franchise>

Canadian Franchise Association: <http://www.cfa.ca>

Italian Franchise Association: <http://www.infodata-italy.com>

French Franchise Federation: <http://www.club-internet.fr/perso/fff/>

Brazil Franchise Association, Rio De Janeiro chapter:
<http://www.franchising.com.br>

German Franchise Association: <http://www.franchise-net.de/>

Legal

American Bar Association Forum on Franchising: <http://www.abanet.org>

Guides to Multinational & International Law Online:

<http://www.lcweb2.loc.gov/glin/x-mulref.html> – Has links to Journal of International Law & Policy; Abstracts of Laws of Many Nations; Multi-national Conventions; Political System & Economics; United Nations World Bank Gopher; Chiefs of State & Cabinet Members; states of Emergency in various Nations; World News/Business/Weather

World Pages: <http://www.worldpages.com>

World News Sources on the internet:

<http://www.discover.co.uk/NET/NEWS/news.html>

World News: <http://www.discover.co.uk/cgi-bin/wwnews.pp>? – Search alphabetically by country for news sources in country.

Franchise Expositions & Conferences:

Blenheim Expositions: <http://www.blenheim.com>

EJ Krause & Associates: <http://www.ejkrause.com>

Export Hotline: <http://www.exportweb.com>

Financial / Accounting:

Export-Import Bank (Ex-Im): <http://www.exim.gov/general.html>

Franchise Finance Corporation of America: <http://www.ffca.com/toc.htm>

Inter-American Development Bank: <http://www.iadb.org>

World Bank: <http://www.worldbank.org>

Overseas Private Investment Corporation (OPIC): <http://www.opic.gov>

The Internationalist Centre for International Business Information :
<http://www.internationalist.com> – Among several topics, access links for stock markets and public companies around the world, travel services, maps, etc.

If you find other useful sites on the WWW, let me know. E-mail me directly at nancyw@franchise.org. **Happy** net-surfin