

FRANCHISING 2002
3rd international conference
September 27, 2002
Best Western Hotel New Vilnius
Vilnius, Lithuania

Brief summary of conference “Franchising 2002”

3rd international conference “Franchising 2002” took place in Vilnius on September 27, 2002, and it was organized by Info-Consulting Franchising Center “Franchising in Baltics” in co-operation with legal agency “AAA” in Lithuania.



There were legal and economical issues of franchising discussed at the conference, focusing on peculiarities of franchising agreement and differences of imposing taxes on franchising companies.

There were more than 50 participants from Lithuania, Latvia, Estonia, Ukraine and Poland at the conference.



Particular attention was paid to Mark's Zarhin, director of the biggest fast-food restaurant network in Ukraine, presentation on the practice of franchising.

There was a seminar “Efficiency of branding in trade and franchising” at the second part of the conference “Franchising 2002”, and Valentin Pertsia, the leading specialist of advertising and branding in Ukraine, moderated it.



Representatives of Achemas group enjoy the evening at Pizza Jazz.

Evening cocktail party took place at Pizza Jazz restaurant – one of the biggest restaurant networks in Lithuania who put into practice the concept of franchising to develop their business.

We also invite you to:

- Conference “BrandsPoint 2002”, taking place on October 17-19, 2002 in Kiev, Ukraine
- Franchising exhibition and conference on November 21-24, 2002 in Frankfurt, Germany.

Additional information: www.franchising.lv, or e-mail: franchising@rms.lv