

FNB Franchise Leadership Summit opens this month

The second FNB Franchise Leadership Summit (FLS) will take place on 23-24 October 2013 at the Hilton Hotel, Sandton. Hosted by First National Bank and Franchising Plus, this two-day premium event will highlight some of South Africa's (SA) top franchisors and give franchisees an opportunity to learn more about the franchise industry.



Franchising remains one of the most powerful ways to stimulate entrepreneurship and job creation in South Africa and contributes to about 12% of GDP with enormous growth potential in the sector. "The South African franchise environment has grown steadily in the past year, with over 550 franchised brands and close to 30,000 franchised outlets in SA. What lies at the heart of franchising is the fact that it is not a business, but rather a way of doing business and if the fundamentals of the franchise format are followed, it can be adapted to almost any industry, across all sectors and services," says Morne Cronje, head of franchising, FNB Business Banking.

This event will serve as a platform for new and existing franchisees as well as franchisors to discuss matters critical to the success of this sector as well as identify key local and international trends that might impact their business in the immediate and long term period. "Together with the industry players we need to raise the profile of the industry and ensure its ability to be an effective lever of social empowerment and economic growth in Southern Africa and Africa for decades to come," says Eric Parker of Franchising Plus.

Key speakers at this year's event include Doug Smart, MD of Yum SA (KFC), Jacques Celliers, FNB CEO designate, Ian Fuhr, founding member of Sorbet and Sean Leas, executive director of Smollan Group.

"Collaboration of ideas and sharing of knowledge on the industry is important. This event will help us raise the platform of the franchise industry and will give more entrepreneurs an opportunity to own or better manage their businesses, FNB, with its positioning of thought leadership, is uniquely placed to host this event for the second year," concludes Cronje.

Day 1 for Franchisors Early bird (until 8 October): R2200 excl. VAT, thereafter R3000 excl VAT. Day 2 for franchisees R750 excl. VAT. Day 1 & Day 2 discount R2900 excl. VAT. For more information, go to www.franchisesummit.co.za/contact-us.

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