



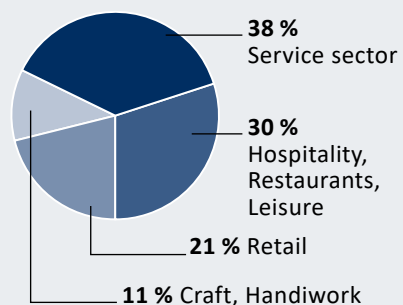
Register and Learn About:

- German market, business practices, culture
- Recent trends and shifts in consumer demand
- Market entry and expansion strategies
- Case studies and success stories
- Franchise-specific legal issues

2020 German Franchise Industry

- **930** franchise systems
- **138,748** franchisees (+ 4 % compared to 2019)
- **176,240** franchise operations (+ 2.6 %)
- **749,198** employees (+ 4.5 %)
- **€ 135 billion** turnover (+ 4.6 %)

2020 Breakdown by Industry (franchise market share)



U.S. Commercial Service Berlin invites you to a virtual briefing 2021 Outlook for the Franchise Industry in Germany

Tuesday March 2, 2021 | 8 am – 9 am Pacific / 11 am - 12 pm Eastern

This event will be held online, free of charge. Please [REGISTER HERE](#) by February 26.

POC: Sabrina.Leipold@trade.gov. You will receive a joining link upon registration.

Why Germany?

Germany is the largest, strongest, and most stable economy in Europe. For U.S. companies, the German market continues to be attractive in numerous sectors and remains an essential element of any comprehensive export strategy to Europe.

Germany has an even population distribution throughout most of the country, with urban areas comprising larger and denser populations, particularly in the far western part of the industrial state of North Rhine-Westphalia.

Germany's population and industry are decentralized. There is no one single predominant business center, making it an attractive market for multi-unit development. Major cities are: Berlin (capital), 3.4 million; Hamburg, 1.7 million; Munich, 1.3 million; Cologne, 1 million.

While U.S. investors must reckon with relatively higher cost of doing business in **Germany**, they can count on high levels of productivity, a highly-skilled labor force, quality engineering and infrastructure, and a location in the heart of Europe.

In recent years, many U.S. and international brands have successfully operated their franchise businesses in **Germany** including concepts Domino's Pizza, 5 Guys, Sephora, and Signal 88, among others.

Agenda

11:00 – 11:05 am EST

Welcome and Introductions

Brittany Banta, Commercial Attaché
U.S. Embassy Berlin

11:05 – 11:15 am EST

Overview of German Franchise Market

Torben Brodersen, General Manager
German Franchise Association

11:15 – 11:40 am EST

German Business Practices and Culture

Case Studies and U.S. Franchise Brand Success Stories

Market Entry Recommendation for Germany and the DACH Region

Franz-Josef Ebel, Owner
Master Franchise Germany

11:40 – 11:50 am EST

Legal Issues for Franchises in Germany

Marco Hero, Attorney
Schiedermaier Rechtsanwälte

11:50 am – 12:00 pm EST

Questions & Answers