Franchising as a Tool for Promoting European Standards beyond the European Union

Part of IERES’s Petrach Program on Ukraine

with

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In the context of globalization and integration, franchising is now becoming both increasingly popular and profitable. International franchising allows the franchisor to be present in many markets at no additional cost. It promotes rapid dissemination of European standards in new markets and consequently combines the advantages of both small- and medium-sized businesses. This issue is very important for Ukraine because franchise activity contributes to the market environment in Ukraine and plays an important role in promoting both foreign firms in the Ukrainian market and Ukrainian companies in foreign markets.

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Thursday, April 10, 2014
4:00 – 5:00 p.m.
Voesar Conference Room
1957 E Street NW, Suite 412
Please RSVP at http://go.gwu.edu/Ohinok

This event is on the record.