



MINUTES OF THE INAUGURAL MEETING OF THE PAN AFRICAN FRANCHISE FEDERATION HELD ON 9 MAY 2013 AT THE OFFICES OF ABSA CAPITAL, 15 ALICE LANE, SANDTON

1. Present

Derek Smith
Nic Louw
Peter Moyanga
Diana S Butungi
Andre Rosslee
Dr Hatem Zaki
Eugene Honey
Dr Dessie
Ian Jacobsberg
Vera Valasis

2. Apologies

Mr Demola Quadri

4. Welcome

Derek Smith welcomed everyone and thanked ABSA for sponsoring the venue and refreshments

Derek Smith presented an overview of the role and function of

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*Ethics Institute
of South Africa*

Registration number 91-05946-08
Directors: D Smith (Chairman), I Jacobsberg (Chairman Elect 2014), V Valasis (Executive Director)

FRANCHISE ASSOCIATION OF SOUTH AFRICA (NPC)
Third Floor, H Santos Building, 30 Arena close, Bruma, 2198
Postnet 256, Private Bag x4, Bedfordview, 2008, South Africa
Tel: +27 11 615 0359 or +27 11 615 0368 • Fax: +27 11 615 3679
E-mail: fasa@fasa.co.za • Web Address: <http://www.fasa.co.za>

the Franchise Association in South Africa – see attached presentation.

5. Presentation by Mr Peter Moyanga

Peter Moyanga presented an overview of franchising on the African continent – see attached presentation.

6. Eugene Honey presented the proposed founding statement

A discussion ensued regarding the words “federation” and “association” but not final decision was reached regarding the name of the organization.

Eugene Honey said that it is difficult for the attendees to comment on the proposal founding statement as no one had yet had a chance to read through the document. Eugene Honey said he would circulate the proposed founding statement for comments.

Nic Louw wanted to know if it would not be suitable to have something more elementary which could be adapted later but Derek Smith felt that everyone should first be given an opportunity to send their comments to Eugene Honey.

Dr Hatem discussed that some countries cannot currently qualify to be members of the World Franchise Council (WFC) but eventually everyone should be a member of the WFC. The PAFF should spread the word and include everyone and not exclude anyone. The PAFF should be like the WFC – after many years it would have enough funding to have a permanent secretariat for example. Dr Hatem proposed that the structure of the PAFF be the same as the structure of the WFC. The reason why the PAFF is established is to help other countries and promote franchising and also to help business and trade between associations.

Andre Rosslee discussed that the issue of aims and objectives guides the other decisions for example the PAFF’s council but it depends on what needs to be achieved.

Derek Smith tabled that the parties have 30 days in which to send their comments to Eugene Honey.

Dr. Zaki Hatem discussed that countries should be elected to chair the PAFF not persons because persons change.

Nic Louw said because the PAFF is still in the developing stage it should consider a steering committee.

It was decided that South Africa would pick up the responsibility to get things going and then establish a steering committee.

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Peter Moyanga said the process of establishing a PAFF was started by the AFD and wanted to know whether they have a role.

It was agreed that the steering committee would rather be broadened so they would be invited to participate.

Diana Butungi tabled that she would have to discuss these issues with the two countries that she represents.

Derek Smith proposed that Eugene Honey be appointed as the chairman of the steering committee.

7. Vision and Mission

The meeting reviewed FASA's vision and mission statements.

Ian Jacobsberg pointed out that only countries that have associations could be members of the PAFF.

Vision

To have all countries where there is a franchise association as a member.

It was discussed that in the absence of an association, perhaps if the country has a chamber of commerce they could also join the PAFF.

Derek Smith said if the PAFF achieves all that it sets out to do it can be disbanded but Dr Hatem Zaki pointed out that after 12 years their association is still learning so disbanding the organization would probably not happen.

Mission (for the time being)

To protect, promote and develop ethical franchising within Africa.

8. General

Ian Jacobsberg thanked everyone for a great meeting.

Diana Butungi said she is happy to have attended the meeting on behalf of Uganda and Tanzania.

Nic Louw discussed the website matter and said he would send an email to Vera Valasis to approach FASA's service provider for a quotation.

Andre Rosslee said there is value to be created in future and said we have learnt so much already – the PAFF can help establish best practices going forward and bring stewardship to

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the industry across the continent.

Dr Hatem Zaki thanked everyone for the arrangements and input and wanted to know if the PAFF will meet at least twice per year – this will have cost implications and it shouldn't just take place in South Africa. The PAFF would have to look for sponsors to cover the costs.

He went on to say that between 18 and 20 countries attend the WFC when there is some sponsorship but without sponsorship very few countries can afford to attend meetings.

Eugene Honey thanked everyone and extended special thanks in anticipation of the work to be done, which can have massive benefits and sin offs down the line.

Peter Moyanga thanked everyone and said it is pleasing Nic Louw and himself to be at this stage and to see the fruition of the last five year's work and said they look forward to see the work of the steering committee.

In closing the rest of the attendees thanked the sponsors ABSA and the ADB and look forward to the next meeting.

The meeting was adjourned at 13h30.

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