



**Pan African
Franchise
Federation**

**MINUTES OF THE THIRD MEETING OF THE PAN
AFRICAN FRANCHISE FEDERATION HELD ON
THURSDAY, 16 APRIL 2015 2014 AT THE OFFICES
OF ADAMS & ADAMS, 34 FREDMAN DRIVE,
SANDTON AT 10H00**

1. Present

Mr Eugene Honey – Chairman of the PAFF Steering Committee and Partner, Adams & Adams, South Africa

Mr Peter Moyanga – Moyanga Louw and Associates, South Africa

Mr Benjamin Kwaramba – President, Franchise Association of Zimbabwe

Mr Mugashir Adedotun, observer representing the Nigerian International Franchise Association

Ms Deborah Mbetse – Observer accompanying Mr Adedotun

Mr Banie Claasen, Head Retail Sector and Acquisitions Africa, Barclays

Mr Danie Stachan, Partner, Adams & Adams South Africa

Mrs Vera Valasis – Franchise Association of South Africa

2. Apologies

Dr Hatem Zaki – Egyptian Franchise Development Association

Ms Diana Butungi – Representing Uganda and Tanzania

Dr Mulugeta Dessie – Ethiopia

Mr Sanjay Mungur – Mauritius

Ms Nasilele Muyenga Kosi – Zambia Franchise Association

	<u>Due</u>	<u>BY</u> <u>WHEN</u>
<p>3. Welcome</p> <p>Eugene Honey welcomed everyone and discussed that the meeting is taking place at the right time due to the annual convention and International Franchise Expo taking place during the same week.</p> <p>Round table introductions were made by the attendees.</p>		
<p>4. Franchise workshops in the continent</p> <p>Upon Eugene Honey's request Peter Moyanga explained that in 2001 the first ever franchise workshops were held and invitations were extended to the ADB and many embassies to attend.</p> <p>Thereafter the ADB decided to have follow-up workshops with the Joint Africa Institute and a six day program was delivered in 12 countries over a period of two years.</p>		
<p>5. Overview – Zimbabwe and Nigeria</p> <p>Mr Kwaramba discussed that business in general was taking a back seat historically but now business has migrated away from having a 'waiting attitude'. A platform has been created to network and participate during an upcoming Expo in July and Mr Kwaramba undertook to send the details shortly.</p> <p>It was discussed that a number of brands in Zimbabwe do not operate as franchises and Vera Valasis undertook to find out from Innscor if they could share a synopsis of their Africa business with the PAFF.</p> <p>It was discussed that franchising has thrived in Nigeria and there are many examples of South African and Nigerian (i.e. Mr Biggs) brands that are trading very well.</p>	BK VV	ASAP ASAP
<p>6. Membership</p> <p>Eugene Honey discussed that the PAFF needs to move forward with the membership issues and suggested that two types of membership be considered i.e. for franchise associations (full membership) and for countries that don't have associations yet (associated membership). It was agreed that a joining fee of USD100 be charged per annum.</p> <p>Banie Claasen offered to assist the PAFF with establishing a bank account with ABSA.</p>	ABSA	ASAP
<p>7. Interim Chairman</p> <p>Eugene Honey said he would be happy to continue in his role of chairman until such time as an election can be held to vote for a chairman.</p>		

8. Signing of the Constitution

The constitution was signed by Eugene Honey, Mubashir Adedodun, Peter Moyanga, Banie Claasen, Benjamin Kwaramba and Vera Valasis.

It was discussed that a press release be sent out about the signing of the constitution and official formation of the PAFF. It was agreed that the press release would only be distributed once more signature have been obtained.

Peter Moyanga accepted Eugene Honey's offer to continue as interim chairman and agreed with the suggested press release.

It was suggested however, that signatures of the following countries would be obtained within the next ten days, where possible:-

Kenya

Egypt

Ethiopia

Uganda and Tanzania

Zambia

Mauritius

Namibia

VV ASAP

EH/DS ASAP

9. PAFF Website

The PAFF website was discussed and the Franchise Association of South Africa offered to approach its Exco to request sponsorship to re-establish the website.

VV ASAP

10. PAFF Logo

It was also discussed that a design company would be briefed to design a logo for the PAFF – the proposal is that the costs be borne by FASA, pending approval of the payment of the costs by its Exco.

VV ASAP

11. General and Close

There were no further issues and the meeting was adjourned at 11h50.

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