

Robust franchising opportunities to be highlighted at FASA events

With the economy showing a positive growth for the coming year and public and business sentiment more positive, the Franchise Association of South Africa (FASA) is poised to spearhead initiatives and events that will nurture entrepreneurship, encourage small business development, add to skills growth and ultimately add much-needed jobs to the economy.



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The franchise sector has continued its growth trajectory despite the tough economic conditions of the past eight years, adding around 88 new franchise systems and 2,789 new outlets in 2017 – proving that franchising remains one of the soundest business formats, structured to withstand economic challenges. With a contribution of 13,3% to the country's GDP through its 845 franchise systems, over 40,000 franchise outlets are giving direct employment to close to 400,000 people.

According to Vera Valasis, executive director of FASA, “the continued growth of new franchise concepts proves that franchising is the entrepreneurial heart of any economy – its growth might be temporarily curbed due to economic influences, but it remains the one business sector that is always innovating and has the highest success rate.”

Valasis believes that on a global front, our changing world is opening up opportunities on the franchise horizon. “As spending patterns change, entrepreneurs will be looking at business sectors where there is an appetite for franchising and flourishing new industries will start to see the light. Niche markets are also offering one-of-a-kind franchises that give one the opportunity to get in on the ground floor of a new franchise trend.”



Fast food franchising shows steady growth in South Africa

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FASA events

With the country's renewed energy and more positive outlook, FASA has two events lined up targeted at those wanting to

go the franchise route, whether as a prospective franchisee or as a developer of a new franchise concept.

FASA's annual Convention, sponsored by Absa, is aimed at industry stakeholders as well as those wanting to franchise their business or purchase a franchise. It takes place at the Forum Campus in Bryanston on Thursday 28 June 2018. Convention delegates have access to attend no less than 50 lectures or presentations, during which various topics and issues related to the franchising sector will come under the spotlight.

FASA's International Franchise Expo (IFE), taking place on Level 5, Entrance 22 and 25 of the Mall of Africa from 29 June to 1 July 2018, is where the who's who of the franchising world will be on show to promote their brands and offer franchise and business opportunities.

For more information and to book your spot, visit the [International Franchise Expo website](#) and the [Franchise Convention website](#).

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