



MEDIA ADVISORY: UNH Rosenberg Center Hosts International Franchising Symposium On Global Expansion Strategies Oct. 6

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September 20, 2006

WHAT: "International Franchising Symposium: Global Expansion Strategies" hosted by the William Rosenberg Center of International Franchising at the University of New Hampshire.

WHEN: Friday, Oct. 6, 2006, 10:30 a.m. to 12:30 p.m.

WHERE: UNH Whittemore School of Business and Economics, McConnell Hall, Student Lounge (Ground Floor)

DETAILS: International franchising is experiencing substantial growth along with major changes in development and expansion strategies. This applies especially in the two largest sectors of franchising: lodging and food service. The symposium will address research findings and latest industry trends in these global markets. The featured speakers are Kevin Kearney, senior vice president of international hotel development, Marriott International; Udo Schlentrich, associate professor of hospitality and director of the Rosenberg Center; and Hachemi Aliouche, senior research fellow with the Rosenberg Center.

The William Rosenberg International Center of Franchising (http://wsbe.unh.edu/Centers_WRCIF/home.cfm) aims to explore and advance the understanding of franchising, which represents more than \$1 trillion of the business conducted in the world annually. The center offers a franchising class for business students at the Whittemore School of Business and Economics and is actively involved in the communities of franchising, both to gain information about current trends and challenges and to share insights and solutions. The center interacts with industry experts and the International Franchise Association (IFA) to produce timely and meaningful research reports and forecasts. The center maintains the Franchise 50 Index, an extensive financial database of publicly listed franchising corporations, and hosts the world's most comprehensive research bibliography on franchising.

RSVP: Media are welcome to attend the symposium but seating is limited. Please RSVP to Lori Wright at 603-862-0574 or lori.wright@unh.edu. Refreshments will be provided.