

## Certified Franchise Executives Program Expands to India

*The Institute of Certified Franchise Executives (ICFE)<sup>™</sup> in the U.S and the Franchising Association of India (FAI) will cooperate to launch the Certified Franchise Executive (CFE)<sup>™</sup> program in India under the banner of FAI Educational Foundation starting in October, 2008. The formal announcement will be made during FAI's Convention & Expo 08-09, October 2-3, at the Bombay Exhibition Center, Goregoan, Mumbai.*

Mumbai, Maharashtra, October 30, 2008 /[India PRwire](#)/ -- "With therapid growth of the franchising industry in India, at the rate of 40 percentper year, we want to ensure that we bring the highest standards of professional education to our members. The Certified Franchise Executive (CFE)<sup>™</sup> program is an important part of these plans," said C.Y.Pal, President of the Franchising Association of India (FAI).

"The ICFE is excited to be working with FAI's leadership to introduce the Certified Franchise Executive<sup>™</sup> program in India. Our mission is to enhance professionalism in the Franchising domain by certifying the highest standards of quality training and education," said Melanie Bergeron, CFE, chair of the ICFE Board of Governors and CEO, TwoMen and A Truck Intl. "The CFE program offers franchise executives an established curriculum taught by recognized experts in the field. It provides individuals with the opportunity for expanded knowledge, industry recognition, and peer-level networking," she added.

"The franchising industry has grown impressively in India in recent years. It is estimated that there are more than 850 franchisors and 60,000 franchisees in sectors ranging from education and retailing to hospitality and healthcare. FAI and ICFE will cooperate to bring education and training to these professionals," said C.Y. Pal.

Under the agreement, FAI members will be able to enroll in the ICFE program at special rates and receive reduced fees for ICFE-approved programs. FAI and ICFE will cooperate to develop educational programs to be offered throughout the year, including web-based programs. FAI members will also have access to the [ifa-university.com](#) website for additional courses and resources. As FAI members complete the course of study and meet other requirements of the ICFE program, they will be awarded their Certified Franchise Executive<sup>™</sup> credentials. FAI members will be recognized in graduation ceremonies for Certified Franchise Executives (CFEs) at the Franchising Association of India's annual conference in New Delhi, the next one which will be held on 3rd and 4th April 2009 as well as at International Franchise Association's annual convention.

The CFE is a great tool that will be the new benchmark for Indian Franchising, having enrolled for CFE, I see enormous scope for peer-to-peer learning, Dhawal Shah, Dy. Executive Officer of Franchising Association of India, added.

The Institute of Certified Franchise Executives<sup>™</sup> is the only professional development program for franchise executives designed by franchise executives. It is governed by a peer-led board of directors, who themselves have completed the CFE program and also includes representatives from academia. To be awarded the CFE designation, individuals must complete an extensive course of study, and meet experience, participation and ethics requirements as established by the ICFE Board of Governors.

In the United States, more than 1,100 franchise executives are currently participating in the CFE program. The Institute of Certified Franchise Executives is happy to be collaborating with the Franchising Association of India ( [www.fai.co.in](http://www.fai.co.in)) in conduct of the CFE program

### Notes to Editor

The Franchising Association of India is a Membership Organisation of Franchisors, Franchisees, Vendors, Consultants, Financial Institutions and Students and others. Our services are dedicated to provide a one-stop shopping experience for franchising business and with membership of the prestigious World Franchise Council we have ongoing access to knowledge of the World accepted best practice related to Franchising in different areas of business activity as also networking contacts with the WFC member Franchising Associations in different parts of the world for generating new business opportunities for Indian entrepreneurs.

In recognition of the increasing role of franchising in the market place and the very beneficial positive contributions

of franchising to the Indian economy, the franchisor and franchisee members of the FAI believe that franchising must reflect the highest principles and standards of fair business practices.

### **Mission**

Tap the vast entrepreneurial energy available in the country by promoting the concept and practice of franchising in India.

### **Objectives**

- Exchange and safeguard the business environment for franchising, both with regard to franchisors and franchisees
- Act as the resource centre for current and prospective franchisors, franchisees, the media and the Government.
- Disseminate knowledge to promote the concept of 'franchising' and propagate it as a healthy business practice.
- Establish a forum for discussion and deliberation on Franchising related matters and problems and help promote the interest of members by organising seminars, conferences and meetings.

### **Activities**

To work towards achievement of the above mission and objectives our activities will include:

- Creation of appropriate forums for discussion of issues and problems related to Franchising.
- International linkages to promote - bringing in of foreign franchisors and best practice for doing business in India through Marketing India at International Expos and otherwise.
- Make representations to the Government with regard to legislative and other measures affecting the promotion of concept and practice of Franchising.
- Encouraging Bank and Venture Capital funding for franchisees.
- Publication of Franchising Successes
- Creation of India's most comprehensive Online Franchise Directory - which helps franchisors promote their business's and attract new franchisees.

For more information about FAI, please visit [www.fai.co.in](http://www.fai.co.in)

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