

Member and partnership information

SVENSKA

FRANCHISE

FÖRENINGEN

The member organisation for those who work with franchises

→ Become a member or partner at svenskfranchise.se

What we do

Map and analyse franchising in Sweden

Together with HUI Research, we collect new data on franchising in Sweden. These reports are compiled in collaboration with our members and partners, printed in brochure format and shared with stakeholders in the franchise industry.

Act as a link to the world

Through international networks, EFF (European Franchise Federation) and WFC (World Franchise Council) support chains that seek to establish themselves abroad and act as a link for international companies interested in starting franchise operations in the Swedish market. Together with the EFF, the Swedish Franchise Association also lobbies the EU on various franchise issues.

Mediate

The Swedish Franchise Association works actively to resolve disputes between franchisors and franchisees by way of voluntary agreements.

Follow the development of the franchise industry

We monitor news and spread information about what is happening with franchises in Sweden and internationally.

Undertake advocacy

We spread knowledge and news about franchises by encouraging the media, government agencies, decision-makers and schools to spread information and awareness about the franchise business model.

Create platforms and activities

We organise various activities where our members and partners can meet and share their expertise.

Represent the interests of the business community

We are members of the Business Delegation for Market Law, which consists of business organisations that seek to represent the interests of industry in market law and consumer policy matters.

We protect, develop and support the development of franchising in Sweden. Would you like to be a part of it?

→ Read more at svenskranchise.se



The association

The Swedish Franchise Association is an association founded in 1972 that strives to ensure that the franchise as a corporate form is flawlessly developed and executed. We are the member organisation for those who work with franchises, as franchisors and/or as franchisees.

Together with a variety of experts (our partners) and other talented franchisors and franchisees in different fields, we create a platform for your business, where you as a full member receive a quality stamp, opportunities for exchanges of experience with other franchise companies and access to the best skills in the market.



“We strive to ensure that the franchise as a corporate form is flawlessly developed and executed”

Our activities

Swedish Franchise Gala (Svenska Franchisegalan)

Every spring, together with our gold partners, we award seven prizes in seven different categories. The winners are feted along with other talented franchise entrepreneurs. Svenska Franchisegalan is also a great opportunity for full members to pay tribute to franchisees in their chains and organise a festive company event. The winners are recognised at the gala along with other franchisees from different industries.

Franchise Summit Sweden

At our Franchise Summit, you will have the opportunity to meet the elite in franchising. You can listen to interesting speakers in cross-industry lectures on future scouting, the basics and going deep into franchising. The day also offers an annual meeting with the board, an exhibition with our members and partners, the Speakers Corner and opportunities to mingle with industry colleagues.

Experience Days (Erfarenhetsdagarna)

Erfarenhetsdagarna is a packed two-day conference for everyone involved with the franchise business model. The purpose of the conference is for participants to both gain and share their knowledge with others involved in franchising. A significant proportion of the time is allocated to workshops, where we have discussions and work in groups so as to benefit from one another's experience.



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Svenska Franchise Föreningen

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Member

As an applicant member, you can:

- Participate in all our activities, such as lunch seminars and workshops, Experience Days (Erfarenhetsdagarna), the Swedish Franchise Gala (Svenska Franchisegalan), Franchise Summit Sweden etc.
- Use our partners' contact information
- Have access to reports and other information that we disseminate about franchises
- Have the opportunity to be an important part of franchise development and act as a sponsor of our HUI investigation, which gives you great visibility at our events
- Be a member of the Executive Group on LinkedIn, which includes only franchise chain decision-makers
- Have the opportunity to try cases on the independent Ethics Board. Both franchisors and their franchisees can report cases to the Ethics Board
- Advertise free of charge on our website when recruiting franchisees
- Use the association's Mediation Service to resolve any disputes between franchisors and franchisees by means of voluntary agreements

Benefits added for full members include being able to:

- Award a franchisee in your chain with a prize at the Swedish Franchise Gala (Svenska Franchisegalan)
- Be nominated for the Franchise Chain of the Year award
- Use our Full Member logo in your communication

Partner

As a partner you can have:

- A logo and a clickable link to your website on our website
- The opportunity to participate and network in events and training courses
- The opportunity to communicate relevant information through the various channels of the Swedish Franchise Association
- The right to use the association's partner logo