



# The Pacific Expansion Playbook: What U.S. Franchisors Must Know Before Entering Australia & New Zealand

Moderated By: Keith Gerson, CFE



# HOUSEKEEPING



## Today's Session

Will Be Recorded



## Attendees

Will Be on Mute



## Send Questions

via the Q&A Panel

# MEET OUR EXPERT SPEAKERS

*Industry leaders on franchise expansion into Australia & New Zealand*



**Keith Gerson, CFE**

 **Host & Moderator**

The Franchise Consortium



**Jim Goniea**

 **Corporate Counsel**

Anytime Fitness & Purpose Brands LLC



**Stewart Germann,  
ONZM & CFE]**

 **Founder & Director**

Stewart Germann Law (SGL)

# LIVE POLLING

We'd greatly appreciate your active participation.



# Where are you in your international expansion journey?

0

(A) Not on our radar yet

0%

(B) Exploring — 24+ months out

25%

(C) Actively planning — within the next 24 months

25%

(D) In negotiations or closing now

0%

(E) Already operating outside the U.S.

50%

# Which sector best describes your brand?



# MODERATED DISCUSSIONS & Q&A SESSION

PLEASE SUBMIT YOUR QUESTIONS IN THE Q&A SECTION OF ZOOM



**Stewart Germann, ONZM & CFE**

PANELIST



**Keith Gerson, CFE**

MODERATOR



**Jim Goniea**

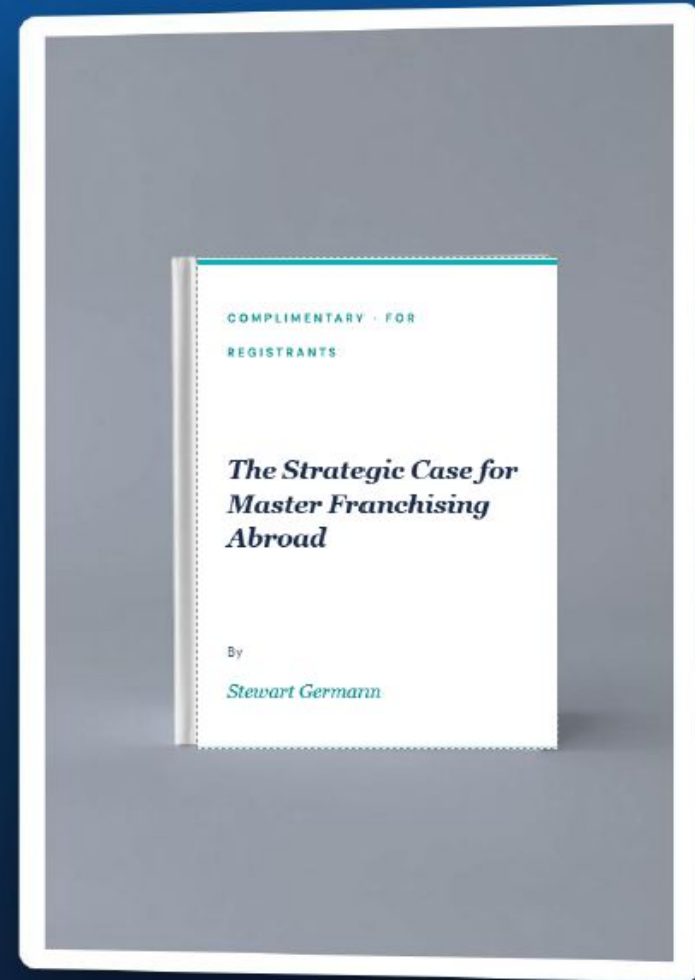
PANELIST

— EXCLUSIVE ATTENDEE BONUS

# A thought-leadership document that pays for the hour many times over.

Every registrant receives a complimentary written briefing from Stewart Germann himself, covering the strategic and legal foundations of expanding into Australia and New Zealand.

- ✓ The Strategic Case for Master Franchising Abroad — full essay
- ✓ Pacific Legal Compliance Checklist — practical, clause-level
- ✓ Delivered with the post-event recording




# Panelist Contact Information

— THE PACIFIC EXPANSION PLAYBOOK: WHAT U.S. FRANCHISORS MUST KNOW BEFORE ENTERING AUSTRALIA & NEW ZEALAND

## FOUNDER & DIRECTOR

Stewart Germann Law (SGL)

### Stewart Germann, ONZM & CFE

 +64 9 308 9925


 [stewart@germann.co.nz](mailto:stewart@germann.co.nz)

 [www.germann.co.nz](http://www.germann.co.nz)

## CORPORATE COUNSEL

Anytime Fitness & Purpose Brands LLC

### Jim Goniea

 612-426-6060

 [jim.goniea@purposebrands.com](mailto:jim.goniea@purposebrands.com)

 [www.purposebrands.com](http://www.purposebrands.com)

## CO-FOUNDER & MANAGING DIRECTOR / PRESIDENT

The Franchise Consortium & Gerson Advisory

### Keith Gerson, CFE

 [keith@gersonadvisory.com](mailto:keith@gersonadvisory.com)

 [thefranchiseconsortium.com](http://thefranchiseconsortium.com)

 [gersonadvisoryservices.com](http://gersonadvisoryservices.com)

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# The Franchise Consortium.

*Where responsible franchisors connect, learn, and grow.*

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SCAN TO VISIT

The Franchise Consortium