



International Distribution Institute

Introductory Panel:

**Commercial Aspects of Supplying Franchisees with
FF&E, Products & Services**

IDI Conference 2024

Workshop 1: Supply Agreements in Franchising
Prague, June 15



Commercial Aspects of Supplying Franchisees with FF&E, Products & Services

Introduction:

In-house counsel from different industries will provide an insight into some of the business reasons that drive decisions around supply arrangements with suppliers as well as franchisees for their networks of licensed and company-owned stores, such as supply realizability, control, quality assurance, pricing and efficiency, and pros/cons of supplying company-owned stores vs. franchisees.



International Distribution Institute

Commercial Aspects of Supplying Franchisees with FF&E, Products & Services

Panelists:

Katharina Köklü

C&A, Düsseldorf, Germany
Lead Legal – European Legal Centre of Expertise

Natalie van der Laan

The Social Gaming Group, Netherlands
Chief Legal Officer

Marco Hero

Schiedermair Rechtswanwälte, Germany
Partner, Head of Franchise & Distribution

Commercial Aspects of Supplying Franchisees with FF&E, Products & Services

Supply agreements with suppliers („back- end“):

- role corporate social responsibility in production and supply
- implementation of the Supply Chain Act (legal, operational)
- what kind of supply agreements are used with suppliers
- IP issues with branded products
- how did your supply chain work during Covid / learnings post-Covid

Commercial Aspects of Supplying Franchisees with FF&E, Products & Services

Supply agreements with franchisees („front-end“):

- relevance of prices for supplied goods / services
- how to deal with in-compliant franchisees
- issues in supplying franchisees cross-border / internationally
- IP issues with branded products
- how did supply work in your franchise network during Covid / learnings post-Covid



International Distribution Institute

Commercial Aspects of Supplying Franchisees with FF&E, Products & Services

Thank you for your attention!

Katharina Köklü,

C&A, Düsseldorf, Germany

Lead Legal – European Legal Centre of Expertise

Natalie van der Laan,

The Social Gaming Group

Chief Legal Officer

Marco Hero,

Schiedermair, Frankfurt

Partner, Head of Franchise & Distribution