

Your  
Gateway To  
Franchising  
In Israel



**lfi** Israel Franchise Institute™

# 35 Years Experience in Global Franchise Consulting




Cooperation, Strategic Partnerships, Representation, Awards and Associations



- Our organization focuses on franchising and licensing, with an emphasis on local and international franchise development.
- We assist International Brands enter Israel and help Israeli brands expand abroad.
- Our mission is to bring a new and refreshing approach to franchising in Israel, while promoting ethical and balanced franchising based on International Standards.
- Our Vision is to remain the most influential Franchise Consulting company in Israel, which we do via our many strategic partnerships with other international and local business organizations.
- We are a 'One-Stop-Shop' for franchising in Israel, offering all the services any local or international franchise company would require.



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# About Steven Wolfson



- Over 35 years of international franchise experience in over 10 countries. Experience includes Subway, Pizza Hut, NYS Collection, OJO and many more.



- Country developer for Subway for almost 10 years covering South Africa, Sweden, Finland, Israel and France. Worked as part of the International Development Team under the leadership of the Mr. Fred DeLuca (Founder of Subway)



- Passionate about ethical and balanced franchising in Israel, which lead to the creation of the “Israel Franchise Institute” in 2011.

**\* Steven Wolfson and the late Subway Founder – Mr. Fred DeLuca**



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# Certified Franchise Arbitrator and Mediator



THE ISRAELI CENTER FOR  
MEDIATION AND  
ARBITRATION



## Certified Arbitrator and Mediator (Bar Ilan University)

Steven Wolfson is the appointed Arbitrator and Mediator in the field of franchising for the Israeli Center for Mediation and Arbitration.



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- Steven Wolfson is the elected Chairman of the Committee for Regulation and Promotion of Franchising in Israel by the LAHAV organization.
- LAHAV is an NGO, representing the self-employed, small and medium-sized business community in Israel. It is the umbrella body of 52 independent organizations, which together number more than 100,000 individual members.
- The purpose of the cooperation between LAHAV and the “Israel Franchise Institute” is to promote ethical franchising and assist towards the creation of a franchise regulation process, supported by major decision-making bodies in Israel, such as financial institutions and local government.



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The Israel Franchise Institute was Founded in 2011 by Steven Wolfson. Today, we are a team of 5 professionals dedicated to the business model of franchising in Israel. Each of us are highly experienced in our various roles of expertise allowing us to become a one stop shop for everything any franchisee, master franchisee or franchisor would need, both locally or internationally.



שירלי איפרגן



סטיבן וולפסון



שי קורן



ליאון אהרונוב



ארז שמילוביץ



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# Our Services

- ✓ Developing business models based on franchising and licensing in Israel and around the world.
- ✓ We have developed a unique international franchise formula and business model for High Tech and Startup companies, which cannot use the traditional franchise methodology.
- ✓ Assisting Israeli and International Franchisors establish presence in new Global Markets (We have Strategic Partnerships in the USA, Europe and the Middle East).
- ✓ Assisting International Franchisors establish presence and expand in Israel. Such services include local market research, corporate representation, legal counsel, master franchise (and single unit franchisee) recruitment.
- ✓ Representing Israeli Brands in international platforms for recruiting franchisees (expos, networking, international portals)
- ✓ Development and writing or translating training and operation manuals
- ✓ Conflict resolution between franchisors and franchisees (mediation & arbitration)



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# Past & Present Co-operation



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# Companies Who Advertise With Us




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# Partnership with Global Franchise Magazine



News and advice direct to your desktop, every Monday

## Global Franchise BRIEFING



22nd February 2021

## Global Franchise partners with IFI - The Israel Franchise Institute



We announce yet another exciting international partnership, bringing together some of the best minds in franchising worldwide

*Global Franchise* is very excited to announce yet another expansion to its international network of associations, with the news of the [Israel Franchise Institute \(IFI\)](#) joining several other industry-leading organizations sharing knowledge, research, and franchise best practice.

"We at IFI are excited about the future and are honored to be included in this important partnership initiative with the *Global Franchise* magazine".



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# Strategic Partnership with Franchise Arabia



## PRESS RELEASE

Dubai, United Arab Emirates -  
20 January 2021

Franchise Arabia Group has entered into a strategic collaboration with Israel Franchise Institute (IFI), Israel's most credible franchise consulting firm.



Founder of the Israel Franchising Institute, Steven Wolfson, shared: "This important strategic collaboration creates many new opportunities for Israeli brands to enter the United Arab Emirates, and with the help of the award-winning Franchise Arabia Group (known as the voice of franchising in the region), many Israeli brands can be exposed to the rest of MENA too".



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Dear Mr. Wolfson,

I am writing to inform you that the results of the **MEA Business Awards 2020**, proudly hosted by **MEA Markets**, have been determined.

On behalf of **MEA Markets**, it is a pleasure to inform you that **Ifi Israel Franchise Institute** has been awarded:

## **Best Franchise Development & Education Consultancy – Israel**

Katherine Benton - Awards Executive - MEA Markets



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# LOOKING FORWARD TO TALKING TO YOU...



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