

Media Alert - Cassels Brock Franchise Law Group helps guide American, Canadian companies to expansion

TORONTO, Oct. 20, 2011 /CNW/ - With Canadian and U.S. companies looking north and south when it comes to expansion, the Cassels Brock & Blackwell LLP Franchise Law Group is the go-to resource for information on legal issues.

In fact, the Cassels Brock Franchise Law Group is celebrating key achievements:

1. A 'Franchising for Dummies™ Seminar Series' will hold its only Canadian session in Toronto with Cassels Brock Franchise Law Group Chair Larry Weinberg. Mr. Weinberg will present at the prestigious full-day seminar series Wed., Nov. 30, 2011 at the Cassels Brock offices. Together with Michael Seid, co-author with the late Dave Thomas (founder of Wendy's restaurants) of the book Franchising for Dummies™, the seminar will help companies answer 'Is now the time to franchise my business?' Their book is part of the well known '...for Dummies' series and is the top selling book in this area.
2. Providing key information to Canadian franchisors looking to expand to the U.S. A breakfast seminar will be held Thurs., Dec. 1 at the Cassels Brock offices, detailing why international franchising is a top entry mode for companies looking to break into new markets.
3. Cassels Brock has been selected as the exclusive host of the November 8th Canadian Opportunities Forum at the 22nd annual Restaurant Finance and Development Conference. Taking place in Las Vegas from November 7 to 9, it is the first Canada-focused forum in the conference's 22 year history. The forum will highlight the growing trend of U.S. and international restaurant chains and other businesses looking to Canada for expansion. It will answer the question 'Expanding to Canada, is now the time?'

"The Franchise industry continues to grow in Canada as many American companies look north for expansion. And, Canadian companies want to leverage their brands and tap into the enormous growth potential in the U.S.," according to Mr. Weinberg.

Consumers can expect more companies - both large and small - to continue to expand from the U.S. to Canada, and from Canada to the U.S., adds Mr. Weinberg.

Forbes magazine recent ranking of Canada as the best country for business, thanks to its lower overall tax burden, is a key driver for American companies to locate north of the border. Canadian companies look to the U.S. population of 350 million people as a key opportunity.

About Cassels Brock

Cassels Brock & Blackwell LLP (www.casselsbrock.com) is a full-service law firm with more than 200 lawyers working in its Toronto office. The firm provides legal advice to clients including entrepreneurs, mid-market enterprises and multinational corporations.

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