

# Franchising and Distribution in Central and Eastern Europe

## Overview

Opportunities for expansion in Central and Eastern Europe are beginning to emerge, thanks to industry deregulation, increasing demand for goods and services and expanding urbanization.

Yet the complexity of the legal environment requires expert analysis and on-site, country-specific expertise. You can rely on Dentons' keen understanding of local laws combined with our international experience and resources to assure the success of your franchising operation. In addition to negotiating franchise contracts, our on-the-ground teams can offer advice in related areas, such as retail, commercial contracts, intellectual property, labor law, e-commerce, regulatory and tax, and we can represent your interests in the event of disputes.

With Dentons as your advisor, you benefit from dedicated assistance with your legal matters, as well as valuable business insights from local experts. We'll help you structure your franchise in the most efficient way and ensure its successful implementation—in line with your business objectives.

## Your Key Contacts

### Central and Eastern Europe



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