

Overview

For many businesses, franchising is the most efficient and profitable path to growth, particularly in the Middle East where many foreign brands use franchising as their preferred route to market.

As a leading global law firm, Dentons has a team of dedicated practitioners in the Middle East, many of whom hold leadership positions in franchising and antitrust organizations, such as the International Franchise Association, and are recognized by the Who's Who legal directory as leading lawyers in franchise law.

Our lawyers understand all aspects of franchising and the specific challenges you may face when engaging in franchise projects in the region, such as agency laws, quality control and risk management. You can rely on us to leverage our extensive experience and strategic advice in all aspects of franchise law across a broad spectrum of industry sectors, including restaurant, fitness, retail, hospitality, education, healthcare and automotive. We will partner with you as you expand in the Middle East and globally, and will help you mitigate any risks you may encounter.

With more than 110 lawyers across the region, you can access our unrivalled network of offices and associated offices in Egypt, Lebanon, Jordan, Oman, Qatar, Saudi Arabia and the UAE. These local lawyers, many of whom are bilingual Arabic and English speakers, work with our globally-acknowledged franchising experts to assist you on any unique challenges such as:

- Commercial agency laws
- IP protection
- The new local competition legislation
- Import/export
- Tax structuring
- Due diligence on local partners
- Negotiation of Franchise Agreements
- Dispute resolution

As our client, you will benefit from our deep local knowledge and strategic advice coupled with our vast global network, giving you a fulsome understanding of franchising developments worldwide on various matters, including franchise and distribution formation and structuring, regulatory compliance, real estate, supply chain management, franchise relations, employment, tax, licensing, product marketing and sales, and customer data management.

Representative Experience

- **Fortnum & Mason/Al Khayyat Investments (AKI):** Advising the major UAE-based trading house in respect of the supply, franchise and development agreement for the first ever Fortnum & Mason store outside of London.
- **The Entertainer:** Advising the UK's largest independent toy shop, on the signing of a 45-store franchise and distribution deal for the Middle East.

- **Eurodollar:** Reviewing the franchise agreement in respect of this car hire franchise and providing UAE law advice.
- **Whittards of Chelsea:** Providing UAE law advice concerning this franchise.
- **Paperchase:** Advising on franchise and distribution agreement for GCC Region.
- **SUBWAY:** Advising the franchisee in connection with the franchise in Dubai.
- **Schuh:** Advising the franchisor, a retail company, in connection with granting franchise rights to a UAE company.
- **Tempur:** Advising on new Distribution and Licence Agreement for GCC region.

Your Key Contacts

Middle East



Babette Märzheuser-Wood

Managing Director, Dentons
Franchise Consulting,
Warsaw

M+44 7780 990750

babette.mwood@dentons.com