Franchising and Global Expansion

Practice area

People are increasingly turning to franchising, a globally recognised business model, to achieve profitable global growth. We understand the nature of a successful franchising model, and we have in-depth experience in the global use of the franchising model within various industries and business sectors. We have a well-established legal franchise practice and consistently engage in franchise matters that encompass national, multi-national, and international franchise systems and concepts.

SUB AREAS

Our franchising services

We advise clients on aspects of the various franchising models, including master franchising, area development/multi-unit operator, direct unit franchise, area representative franchising, and joint venture franchising. We provide clients with strategic advice on the development of tailor-made and scalable franchise systems. We also assist foreign clients in expanding their global brands and franchise systems in Denmark and other Nordic countries. We have experience with the franchise pre-disclosure requirements and rules in the different European countries, and we have in-depth experience with the specific EU competition law rules related to franchising, selective distribution, exclusive distribution, and licencing. Major US brands often need to adjust franchise and licence agreements used globally to comply with EU competition law rules.

Global franchise expansions are a core part of our franchise work, and we act as trusted advisors for clients expanding their franchise systems globally. We have developed a model that ensures efficient, controllable, and successful global expansion, and we have experience with specific franchise pre-disclosure requirements, filing and registration requirements, franchise relationship law rules, and other specific franchise legislation in numerous countries around the

world, including North, Central, and South America, the entire Middle East, North Africa, Asia, East Asia, South Asia, Australia, and New Zealand. We also assist our clients in preparing various franchise manuals, such as concept manuals and operating manuals, that are critical components of establishing and maintaining a unified global franchise system.

Case News 13.05.2026

Flying Tiger Copenhagen expands into the Western Balkans

Case News 26.09.2025

Flying Tiger Copenhagen expands into Thailand

Case News 05.09.2025

Flying Tiger Copenhagen expands into Malaysia

Case News 06.12.2024

Flying Tiger Copenhagen expands into Australia

Case News 25.06.2024

Plesner advises Flying Tiger Copenhagen in connection with its expansion into Vietnam

Case News 14.06.2024

Flying Tiger Copenhagen expands into Singapore

Case News

Global workspace brands: Advising on international expansion into Denmark by way of cluster franchise agreement

Case News

World-leading language and cultural training provider: Advising on international expansion into Denmark, Norway, Finland and Sweden

Case News

The largest retailing group in Denmark: Advising on the entering into of a development agreement and a multi-unit license agreement

Case News

The world's largest boating club: Advising on international expansion into Denmark by way of franchise agreements

Case News

Number of global US fast food brands: Advising on international expansion into Denmark

Case News

Major global variety retail brand: Advising on international expansion into the Middle East, East Asia and South Asia

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Ratings

2024 **The Legal 500**

Within Commercial, Corporate and M&A, Plesner is a first tier firm.

"The Plesner commercial team, led by Jacob Ørskov Rasmussen, includes probably the most attentive lawyers you will ever find. With an impressive business acumen in particular in respect to franchise operation, they act as trusted adviser for the business"

"Extremely responsive and thoughtful"

"Excellent industry knowledge and depth of experience. Great staffing and proactive legal advice. Pragmatic and business-oriented team"