



# **WORLD FRANCHISE COUNCIL**

## **Las Vegas Declaration**

In recognition of the profound impact of the franchise business model on global economies and entrepreneurship, the World Franchise Council (WFC) is pleased to announce the establishment of the World Franchise Day.

This day will be celebrated annually, starting on June 11, 2025, and subsequently observed the second Wednesday of June each year.

Franchising plays a pivotal role in the growth of the global economy.

The franchising sector is notably prolific in generating employment, providing numerous first-job opportunities across diverse communities worldwide and it also serves as a fertile ground for individuals aspiring to fulfil their dreams of owning and operating businesses, thus fostering entrepreneurship on a large scale.

Through the establishment and expansion of the franchise businesses model, new opportunities are distributed globally, supporting business around the world and generating sustainable economic advancement.

Franchising offers unique advantages not only in business proliferation but also in educational and operational domains. First, Franchisors impart specialized knowledge and best practices to franchisees, ensuring consistency and quality in service and operations. Second, by leveraging established brands and services already trusted by consumers, franchisees benefit from reduced business risks and increased chances of success.

World Franchise Day is dedicated to celebrating the global community of franchising, recognizing their contributions and innovation within the business landscape. This celebration will enhance awareness and appreciation of franchising's role in shaping our modern economies.

We urge all franchise associations around the world and players in the franchise industry such as franchisors, franchisees, suppliers and its collaborators to join us in honouring the resilience and forward-thinking nature of the franchise industry, and together, let's commemorate the beginnings of a tradition that underscores the power of connectivity, collaboration and shared success.

Simon Bartholomew  
General Secretary, World Franchise Council