



Social Sector Franchising's Impact Across Africa

An Export Week 2024 Webinar

Webinar - Exploring Impact Franchising

The Global Franchise Team, in collaboration with the Social Sector Committee of the International Franchise Association, is organizing this informative webinar to highlight how commercial franchise practices can be adapted to scale enterprises with a social mission. USCS, IFA, and franchising industry contacts globally are invited to attend.

Do not miss this opportunity to learn about social sector franchising and to help foster these opportunities globally.

Why Social Sector Franchising?

Countless mission-driven enterprises and NGOs deliver critical goods and services around the globe. Applying methods used by commercial franchises, they can 1) expand their reach while maintaining quality standards and 2) provide business ownership opportunities to those who would otherwise not have access.

Date & Time: May 14, 2024
10:00 a.m. - 11:15 a.m. EST

Register: No cost to attend. Registration required.
Click [here](#) to register.

Info: Mr. Eric Johnson, eric.johnson@trade.gov
Global Franchising Team Leader (Atlanta, GA)

Ms. Marla Rosner, mrosner@msaworldwide.com
Sr. Learning & Development Consultant, MSA Worldwide

Agenda:

10:00 a.m.
Welcome & Housekeeping
Mr. Eric Johnson, Global Franchising
Team Leader, U.S. Commercial Service

10:05 a.m.
Introducing Social Franchising (Video);
Introducing IFA's Social Sector Accelerator
Program
Ms. Marla Rosner, Sr. Learning &
Development Consultant
MSA Worldwide

10:20 a.m.
Jibu's Social Sector Impact in Africa
Mr. Galen Welsch, Co-Founder & CEO,
Jibu, Inc.

10:35 a.m.
Unjani Clinic's Social Sector Impact in
South Africa
Ms. Lynda Toussaint, CEO, Unjani
Clinics NPC

10:50 a.m.
Understanding the Application Process
for the IFA's Social Sector Accelerator
Program
Ms. Marla Rosner

11:00 a.m.
Q&A & Closing Remarks
Mr. Eric Johnson & Speakers