

Minister van Economische Zaken en Klimaat
Attn: Mr. drs. M.C.G. Keijzer (State Secretary)
Bezuidenhoutseweg 73 2594
AC DEN HAAG

Via internet consultation

Amsterdam, 30 januari, 2019

Dear Mrs. Keijzer,

On behalf of the Swedish Chamber of Commerce, we welcome the opportunity to respond to the online consultation in respect of the draft franchise act (the 'Franchise Act').

We have reviewed the Franchise Act and subscribe the opinion that if the Franchise Act is enacted as-is it will likely have a negative impact on the attractiveness of the Netherlands as a hub for operating domestic and international franchises. For a number of reasons, the Netherlands is currently home to a substantial number of (very) large and well known franchisors, many of which operate globally. The open and flexible legal system, with freedom of contract as a central and appealing characteristic, is a unique selling proposition for the Netherlands. Creating a competitive business climate is also one of the cornerstones of the current administration's economic policy.

We anticipate that if the Franchise Act is enacted it will have a negative impact on the attractiveness of the Netherlands as a marketplace for Swedish franchise businesses. We therefore urge you to reconsider the enactment of the Franchise Act.

Yours Sincerely



Ehsan Turabaz
Vice Chairman Swedish Chamber of Commerce