

=



franchise  
expo PARIS

19 - 22 MARCH 2023  
PARIS - PORTE DE VERSAILLES

The leading international franchising event



An event

**fff** Fédération  
Française  
Franchise

Organised by

**infopro**digital



**The world's leading franchising event**  
for the development of brand networks,  
Franchise Expo Paris brings together, every year:



**500+**  
exhibitors



**400+**  
brands



**30,000+**  
franchise  
candidates

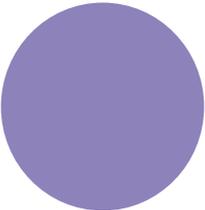


**90**  
business  
sectors



**100+**  
talks and  
workshops





# Franchise Expo Paris

## A show by Fédération Française de la Franchise

Created by the French Franchise Federation, Franchise Expo Paris has, **for the past 40 years**, been the go-to platform for meetings, information and exchange on the Franchise market.

**Over the space of 4 days, the French and worldwide Franchise ecosystem congregates at Franchise Expo Paris.**



**A varied and unique exhibition offering**



**Involved visitors**  
in search of business development projects



**Delegations of international investors**



**Pavilions of international franchisors**



**Award and trophy presentations**



**Forums for talks and experience sharing**





## More than 500 exhibitors and 90 sectors of activity represented:

-  Automotive/cycles/motorbikes
-  Beauty/health/fitness
-  Specialist food retail
-  Specialist retail
-  Real Estate
-  B2B Services
-  Construction
-  General food shops
-  Hotels & restaurants
-  Fashion & personal accessories
-  Home fittings and accessories
-  B2C Services



**400+**

French and international  
**brands**



**26**

Experts from the FFF  
*Collège des experts*



**9**

Financing  
organisations



**6**

Local authorities

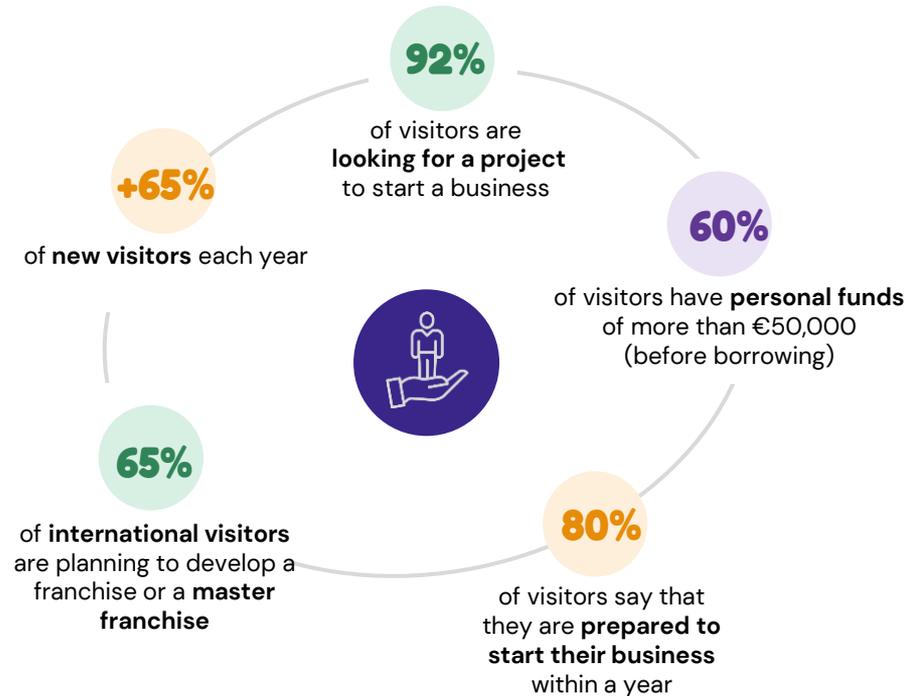


**33**

Business creation  
partners

# Involved and well targeted visitors

Every year, Franchise Expo Paris attracts more than **30,000 visitors with franchise projects**



## Visitor profiles

- Independent shopkeeper or franchisee
- Master, multi or pluri-franchisee / Investor
- Employee or company leader



## French and international visitors

- 100+ nationalities represented
- 1 in 2 visitors comes from outside the Paris area
- International investor delegations



# A show with international reach



An exclusive community of international investors, master, multi et pluri-franchisees



**3,000+**  
international visitors  
each year



**100+**  
nationalities  
represented



**4 pavilions**  
of international  
franchise owners

Supported by **more than 10 international franchise federations and associations**



# A show receiving widescale media coverage



## A digital social media plan

to intensify touch points with two priority targets: young people with an entrepreneur profile, and existing entrepreneurs in search of new projects.

**A BtoC & BtoB paid media plan** on nationwide, local and international scales, using print, radio, TV, video and digital media... **with more than 100 partners**



## A media plan reinforced with **Toute la Franchise** and **LSA** for the 2023 show



France's #1 Franchise marketplace  
**600,000 visits** every month  
**2,000 concepts** presented



#1 BtoB retail news media  
**1.1M UV** per month  
**316,000** database contacts



**Institutional partners in France and abroad...**



## Reasons why you should exhibit



**Accelerate the development of your brand** by meeting motivated visitors that you won't meet elsewhere!



**Promote your brand,** develop your influence and your brand awareness.



**Present your concept** and your competitive advantages. Stand out from the rest and **shine a light on your brand.**



Take part in the must-attend Franchise event and **benefit from media coverage in France and abroad related to the show.**

“On average, exhibitors plan to open **6 franchises following their participation** at the show.” \*



# Among the new features in 2023...



## A new, more suitable hall: Pavilion 1!

For a better visitor and exhibitor experience, Franchise Expo Paris is moving into **Pavilion 1**: a bright hall with a high ceiling, a step-free area which will accommodate the full exhibition + talks offering under the same roof.



## Creation of an opening plenary lecture

The show will open with an inspiring and impactful contribution on a theme that unites, mobilises and showcases the franchise sector.



## A media plan reinforced on digital

Additional digital media and marketing levers will be activated to develop awareness of the show (social media, *LSA*, *Toute la Franchise*, Network of the Infopro Digital group, etc.).



## Creation of Franchise MEET UP!

A new 1to1 meeting solution offered to all exhibitors enabling them to arrange appointments with candidates. Meetings can happen in-person at the show or digitally after the show, to generate additional leads..



## A new look to the show

A new layout and look, new areas and more visibility for FFF and its members during the show.

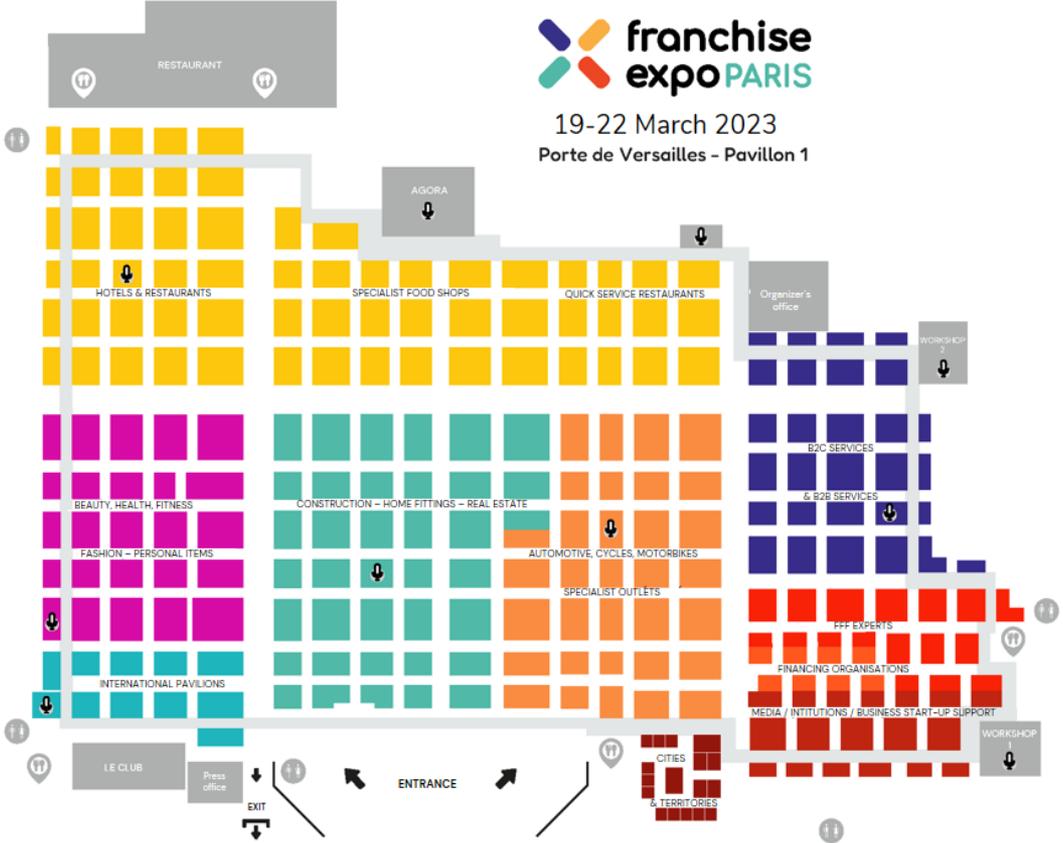


## Launch of the Master Franchise SUMMIT

To reinforce the show's international dimension, this new exclusive, high-end and international-scale programme is designed for investors in search of new concepts. It will take place during Franchise Expo Paris.

# Redesigned floorplan and layout

Possible example of hall 1 layout, non-binding illustration



# A show created by Fédération Française de la Franchise



The French Franchise Federation, the leading organisation in the franchise sector

Since 1971, the FFF has been a **major contributor to the dynamism of the French economy** and pursues the mission of:

- **Promoting** the franchising model
- **Federating** the ecosystem of franchisors, franchisees, institutional partners, financiers, local authorities, etc.
- **Defending and sustaining** the franchising model
- **Creating** the tools and environment conducive to the development and performance of franchise networks.

# A show organised by Infopro Digital



Infopro Digital is a leading group in BtoB information and services

- **No.1 BtoB media group in France**
- **4<sup>th</sup> largest organiser of trade shows:** nearly 40 shows and 200+ events organised every year in France and around the world
- **8<sup>th</sup> largest French technology group** (FW2021)
- **A longstanding player in the Franchise sector** with TLF and LSA

We run six communities of professionals:

- Retail
- Automotive
- Construction
- Insurance
- Industry
- Public sector

- **Our brands include:**





A sales team here to help



**Carolina GAUTRON**

Business development

+33 (0)6 67 22 89 40

[carolina.gautron@infopro-digital.com](mailto:carolina.gautron@infopro-digital.com)



**Nina PAUK**

Business development

+33 (0)6 15 05 34 35

[nina.pauk@infopro-digital.com](mailto:nina.pauk@infopro-digital.com)



**Mélodie BEIS**

Sales manager

[melodie.beis@infopro-digital.com](mailto:melodie.beis@infopro-digital.com)

**SAVE THE DATE 19 – 22 March 2023**

**Pavilion 1, Paris - Porte de Versailles**

Full information at [www.franchiseparis.com](http://www.franchiseparis.com)

