

**THE AEF'S STATISTICAL SERVICE**

S E R V I C I O   E S T A D Í S T I C O   D E   L A   A E F



**INFORME 2016**

# **LA FRANQUICIA EN ESPAÑA**

Estadísticas Nacionales

**REPORT 2016**

## **FRANCHISE IN SPAIN**

National Statistics



REDFRANQUICIA – FRANCHISE NETWORK  
SPECIALIZED PRODUCTS AND SERVICES

When you are starting and developing your activity,  
in your business day by day...  
or if you are thinking of your future.

**In brief, for anything your franchise may need.**

**GRUPO  
COOPERATIVO  
CAJAMAR**



## 1. Letters of introduction

### 1.1. AEF

Since 22 years ago, the Spanish Association of Franchisers remains fully committed to represent, caring for and defend the interests of the franchise system in Spain, as well as to act as partners to make known any advantages and added values this business model offers to all those persons who are planning to start up a business under a regime of franchise.

Bearing in mind this purpose, we understood that one of the actions which could help to give transparency to the good work and smooth running of franchises would be to prepare an study incorporating, in a reliable and objective way, the reality of this business cooperation formula through evidence-based data to provide the market with.

In this way, we had been preparing an annual report on “Franchise in Spain” for more than ten years. In this report a full radiography on this system situation in our country is made, breaking down the different activity sectors being a part of it and making known the number of networks operating under this trade model; the number of own and/or franchised stores in operation; the jobs already created; the invoicing reached each year; the performance of franchises in the different Autonomous Communities, and the presence of foreign networks in Spain by countries of origin.

Over the years, this survey has become in the absolute reference for all the local, regional and national mass media, as well as for the different Administrations, Agencies and Institutions, as they are considered the official statistics of franchise in Spain, this being a reason to rejoice for our Association now we want to share with the Grupo Cooperativo Cajamar, an entity to which we offer our sincere thanks for cooperating with us and helping us to disseminate this national study, making it available to a higher number of social and economic partners.

Finally, let us to say that this study “Franchise in Spain 2016” is the result of many hours working, checking data, preparing comparatives and this is why we want to thank the involvement of all those people that make possible the final result now you have in your hands.

Mr. Xavier Vallhonrat  
President  
Spanish Association of Franchisers

## 1.2. Cajamar

### **Franchise as a forward-looking business strategy**

In 2016 it does not seem to be quite exact to go on speaking of “crisis”, always understood as an abrupt normality disruption, to describe the social and economic environment where we are forced to develop ourselves since the collapse of Lehman Brothers seven long years ago. We have to assume as soon as possible that, whatever the macro indicators may say, we are living in a new phase of the historic cycle of world economy since several years ago. And this period that is defined by the arrival of rapid and unexpected changes that make more and more difficult to know how to weigh risks and threats. We have to assume it, and we also have to adapt ourselves to these new circumstances with the best tools available.

In Spain, the new rules of the game in global economy take place in a particular scenario with a relative weak internal demand, a deep reduction of trade margins being the result of the concurrence increase in all areas and, mainly, with a job market not capable of growing and respond to the people needs.

More concretely, in the service and retail sectors, all this goes hand in hand with a new scenario that has been redesigned since late 1980 by the expansion of franchises, a continuous expansion since that time, that have conquered a good part of our trade premises, and that are more and more recognised and recognisable as regards the general public. Nowadays, franchises have 9% of retail sales and generate 13.5% of jobs in this sector, with almost 66,000 stores open and 1,232 chains, of which a 30% have switched abroad. These figures back up the capacity proved by the model to respond to any challenges posed by the last deep downturn, with a surviving rate much over the traditional SME and, with a view to the future, adapting themselves to the new circumstances and competing in the international market with full guarantee.

The constraints of job market and the unstoppable globalisation of consumption habits, that less and less responsive to local tradition or trends and more to global standards, mean an opportunity for self-employment and entrepreneurship. So consolidated firms can go on growing without putting at risk their financial and operative stability, offering the possibility of joining a consolidated business model, sharing risks, of course, but mainly advantages and economies of scale, reducing capital and positioning costs, and overcoming barriers to entry that otherwise would expel from the market those smallest players or those without a background. Finally, for consumers a well managed franchise can become a synonym of quality and service. As experts say, a brand is just a promise of value, a guarantee that people shall find what they are looking for or what they actually need, with no surprise and no frustration.

As a formula for top-down cooperation between firms and employers, franchise and cooperativism share a same target by different ways: to act as an alternative mechanism of economic participation for those small-sized players, who cannot meet the requirements of modern economy alone. Due to this reason, their vocation to serve to local development and financial agent of social economy, the Grupo Cooperativo Cajamar, a cooperation partner of the Spanish Association of Franchisers, makes available to employers and SME the “Franchise Network”, an integral tool to facilitate both the activity start up and the expansion and modernization processes of each business, with an access to a wide catalogue of financial services and products, tailor-made plans and solutions adapted to any sector.

Our cooperative banking model proposes the access to credit and the products for business investment and management based on social feasibility and profitability criteria beyond dimensions or short-term incomes. This is why we assist self-employed workers and small entrepreneurs in their day-to-day projects and needs, offering them any kinds of services and solutions for their business. Since there is no doubt that the final recovery of our economy depends on the vitality of our business fabric, on its commitment to innovation and human capital, as well as on its ability to respond to the environment constraints with responsible and imaginative solutions as franchises.

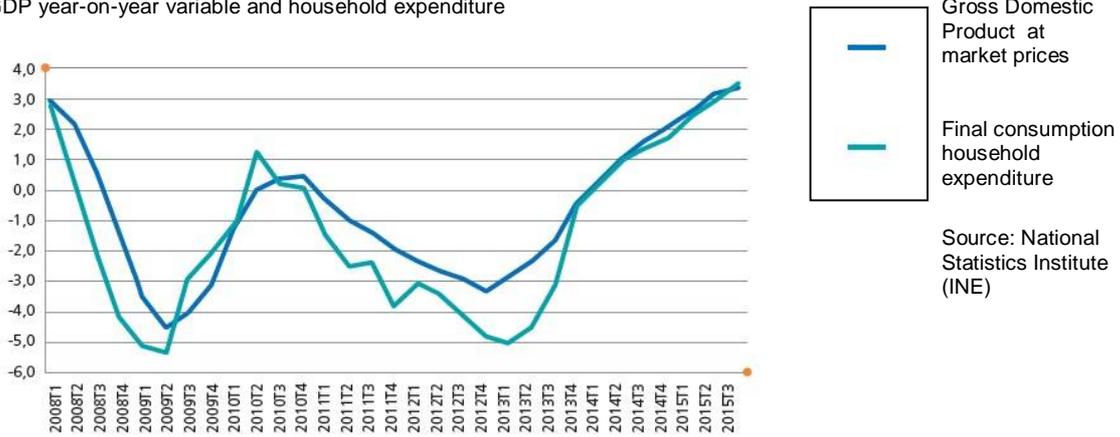
From the information gathered for this report, it is clear that the expansion of such model follows the positive rate in last years. Our economic structure makes Spain a SMEs country that also has a potential to be a franchise country. It is a different growing model, a different risk management model, flexible enough to quickly adapt itself to this period of uncertainty, and solid enough to grown more and in a more sustainable way than the rest of the business sector.

Mr. Ricardo García Lorenzo  
Banco de Crédito Cooperativo-Grupo Cooperativo Cajamar  
Corporate Banking Director

## 2. Economic Context

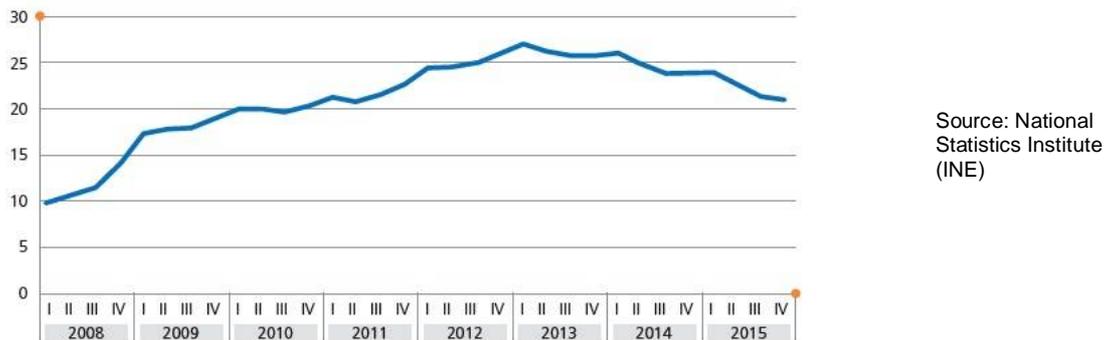
In 2015 the Spanish economic activity remained in a clearly expansive trend and it even closed the year with an estimated 3.4% progress in the GDP, one of the highest rates in Europe. Likewise, the internal expenditure contribution has been decisive in the excellent result got by national economy, after having bridged the long crises started in 2008. The internal household consumption grew in the third quarter of the year at a year-on-year 3.5%, and the year-on-year closing is expected to be around it.

GDP year-on-year variable and household expenditure



Improvement of economy made it was felt in the job market, achieving a reduction of the unemployment rate of up to 20.9%, the percentage as of the end of 2015. This reduction was supported by both the increase in jobs (3% in such year) and the labour force.

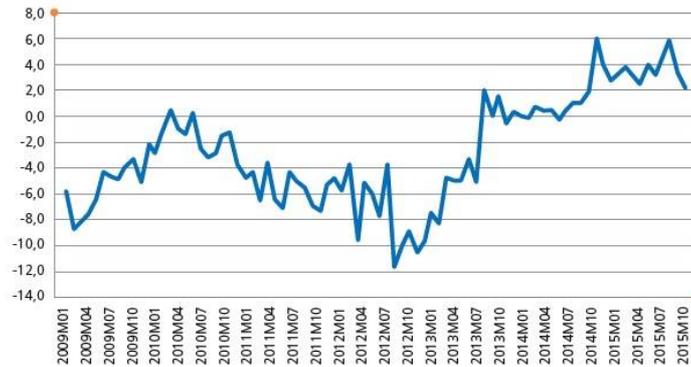
Unemployment rate



Retail trade, according to those data provided by the INE's Retail Trade Index has evolved into expansion areas throughout the year, although its rate was slightly reduced late in the year. But the average progress of the same has been over 3.6%, what shows that is has acted in line with the rest of the national economy's magnitudes.

Variable year-on-year of Retail Trade Index

Source: National Statistics Institute (INE)



### 3. Spanish franchises in 2015

From the Spanish Association of Franchisers (AEF), in cooperation with the the Grupo Cooperativo Cajamar, we are presenting below the statistic information corresponding to the Spanish franchise at the beginning of 2016, with the whole data related to the closing of year 2015.

All data, which are provided yearly since 2001 by the AEF, on the performance of franchises in Spain have a methodology that has been kept the same in general, in order to obtaing maximum objectivity and so having an information free of particular interests and, therefore, fully valid.

Procedures of the statistic service by the AEF reach all franchisers acting in this country and have minimally settled in the market by opening 4 stores, of which at least 2 have a 2 years proven activity. To such end, the direct systematized information from companies and other complementary media are used, beside a constant review and updating kept throughout the year. Also in this ocassion , and as a direct consequence of the agreement reached with the Ministry of Economy and Competitiveness, the report 2016, which gives those figures closed as of December 31, 2015, has used the information from the Official Registry of Franchisers for a shared filtering of data, with very interesting results. There is no doubt that constant cooperation between such Ministry and the AEF will led us to a data convergence that has to make possible that the reality of the franchised market become fully stablised, notwithstanding the public information source.

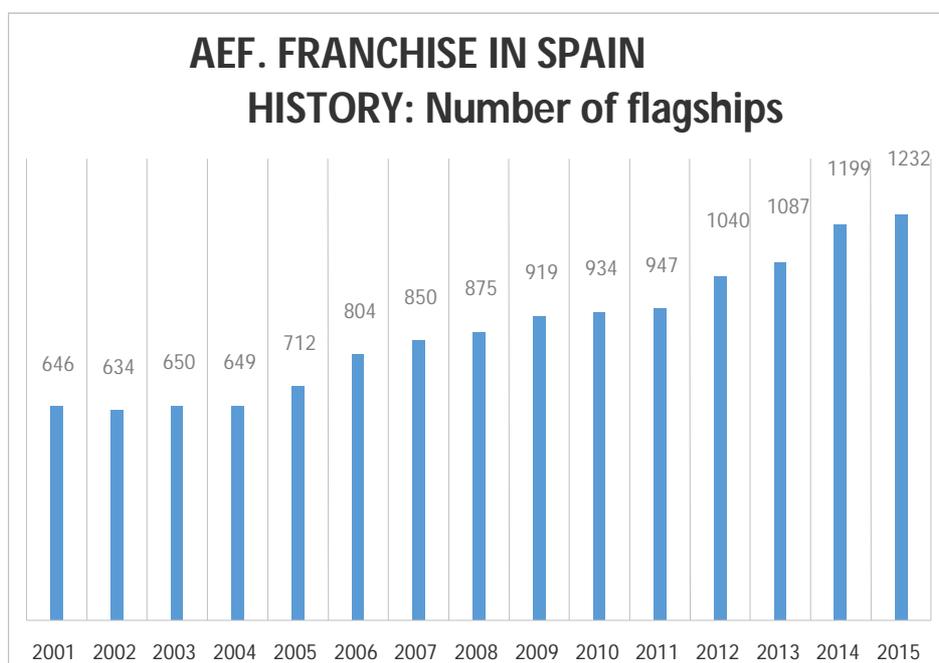
### 3.1 Operative flagships

At this moment the Spanish franchise system is made up of 1,232 flagships, of which 1,014 have a national origin (82.3%) and the remaining 67 (17.7%) come from a total of 28 countries, headed by France (47 brands), Italy (37) and the United States (36); further away are the United Kingdom (13) and Germany (12). These 5 countries account for 66,5% of the foreign brands with a presence in Spain.

Of these 1,232 franchises, the sector with a higher number of flagships is that of "Fashion", that have a total of 204 networks, integrated in eight activity sub-sectors, followed by "Hostelry/Restoration", with 174 chains, broken down into six sub-sectors, "Beauty/Aesthetic", with 107 networks, and "Specialized Shops", with 81 ones. It is also worth noting the emergence of 11 new firms, just in the "Beauty-Aesthetic" sector, of 6 ones in the "Services/Advisory-Business" activity, and another 5 ones in "Estate Agencies".

The statistical history available enables us to make another analysis, taking as a reference the last 7 years that cover the time of economic crisis in our country and so we see how from 2008 to 2015 the number of operative flagships has going on year by year, with a total increase, in absolute figures, of 357 brands, passing from 875 ones in 2008 to 1,232 at this moment.

Bearing in mind the percentage, this means a general 40.8% increase of franchiser networks in Spain, at an average 5.1% annual rate. This largely explains in s the capacity of franchises to overcome a difficult period (2008 – 2015), with all the issues this involves some of which will be included elsewhere in this report.



### 3.2 Stores

As regards the number of operative stores, at the end of 2015 there were a total of 65,810 stores operating in Spain, of which 19,685 were own ones and the remaining 46,125 were franchised ones. In total, there were 1,941 stores more than at the end of 2014 (date where the existing points of sale open were 63,869), and this means a 3% increase. At the end of 2015 there were 435 own premises more than in 2014 (a 2% more), as well as 1,506 franchised premises more (a 3.3% more).

If considered by sectors, the “Food” sector is that with a higher number of open stores; it has a total of 12,061 (1,194 more than at he end of 2014). The following sectors are “Beauty/Aesthetic”, with 4,297 premises (111 less than in 2014) and “Computers” , with 3,139 points of sale (14 more than in 2014).

The high rate of openings that took place in 2015 may be based on these two key facts:

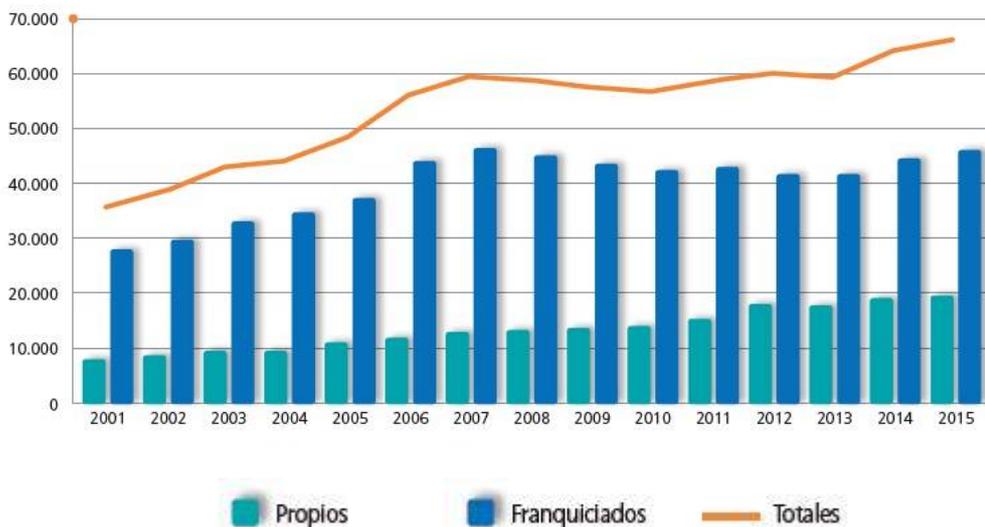
- Firstly, the improvement in economy that started to be seen in the last quarter of 2013 and remained for the two coming years.
- Secondly, the return, slow by sure, of the banking institutions to its main activity, the granting of credit, a basic aspect for a system which is based, as the franchise one, on growing and expansion.

Therefore, the good performance store growing seems to be the start of a return to normality after some hard due to the lack of financing for franchisees and for franchisers too.

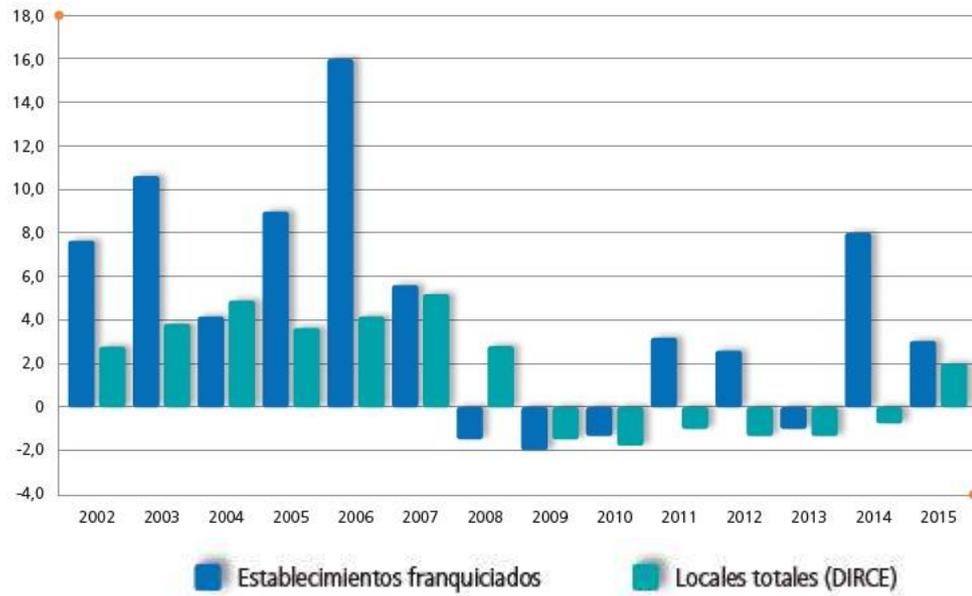
In fact, as far as the number of stores is concerned, in 2008 a total of 58,305 were in operation as compared to those 65,810 operating at the end of 2015; that is to say, that number has increased in 7,505 business premises in Spain, and this means a 12.8% growth in this period.

Digging deeper into this same question and regarding the opening rate, that is the sixth consecutive year that the opening rate of stores adhered to franchises is higher than the opening rate of the whole business premises in Spain.

AEF. Franchise in Spain: Stores



## Evolution of the opening of franchised and total stores in Spain



### 3.3 Turnover

As regards total turnover obtained by the franchise system as a whole at the closing date in 2015, amount recorded was 26,482 million Euros, if compared with those 25,879.5 millions reached in 2014, what means a 2.3% increase.

If we look back again to things happened in the last six years, we find that between 2008 (26,010 M€) and 2015 (26,482 M€), with years 2009 and 2010 as worst ones, the franchise as a whole had a turnover of 472 millions more than those in these last six years, what means a 1.8% increase.

Of this general figure, own stores invoiced a total of 11,305.1 million Euros in 2015, a 0.6% more than in 2014 (75.8 million Euros more), while franchised premises invoiced 15,176.8 million Euros, 3.5% more than in 2014 (526,5 million Euros more).

By sectors, and as usually in last years, that having the highest turnover was "Food", with a total of 10,042.6 million Euros (607.9 million more than in 2014). It is followed by "Hospitality/Fast Food", an activity that invoiced 2,643.5 millions (39.3 millions more), and "Hospitality/Restaurants/Hoteles", which invoiced 2,151.5 million Euros (12.9 million Euros more).

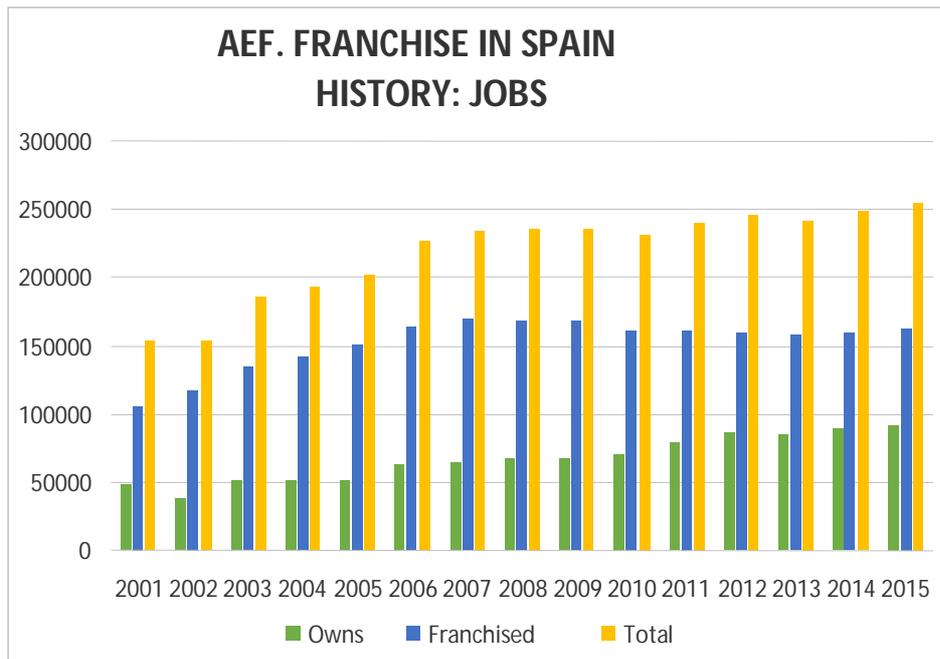


### 3.4 Employment

As regards the jobs created by the franchise in Spain, at the end of 2015 the system employed 253,913 persons, 4,999 more (a 2%) than in 2014. Of this figure, 91,732 worked in own stores/premises (2,640 more than in 2014, a 2,9%) and the remaining 162,181 in franchised stores/premises (2,359 more than at the end of 2014, a 1,4%).

By sectors, those that generate a higher number of jobs are "Food", where 63,766 persons work (4,950 more than in 2014); "Hospitality/*Fast Food*", 29,271 workers (736 more than in 2014); "Hospitality/Restaurants/Hotels", that employs 17,790 persons (65 more than in 2014); "Services/Transports", that employs 12,290 persons (153 less than in 2014); and "Beauty/Aesthetic", where 11,989 persons work (1,390 less than at the end of 2014).

Just in connection with those jobs generated by the system, if in 2008 there were 235,929 people working at franchises, at the end of 2015 such amount had increased up to 253,913, what means that now there are 17,984 persons more engaged in this model of business, a 7.6% more in an economic downturn, what proves that franchise is a formula for creating jobs in our country.



### 3.5 DATA BY AUTONOMOUS COMMUNITIES

Finally, of those 1,232 networks that integrates at present the franchise system in Spain, the Autonomous Community with a higher number of franchising headquarters is always Madrid, with 304 (4 less than in 2014), followed by Catalonia, with 302 (14 more); the Valencian Community, with 161 (16 more); Andalusia, with 137 (7 more); and Galicia, with 48 (the same than in 2014). These five communities together monopolize 77.2% of the total of flagships that integrate this business model in our country.

It should be pointed out that the Madrid community is also that where headquarters there established have a higher turnover, with a total of 12,559.6 million Euros, and Catalonia next, with 6,198.8 millions. Likewise, headquarters of the own Community of Madrid are those creating more jobs, 105,185, and more stores/premises open have, 21,995, ahead of Catalonia, since its headquarters engage 63,328 persons and make a total of 19,502 running stores/premises.

<b>By Autonomous Communities</b>				
<b>Autonomous Communities</b>	<b>Number of flagships</b>	<b>Premises</b>	<b>Turnover</b>	<b>Jobs</b>
Andalusia	137	4.409	866.124.000	12.726
Aragon	35	1.883	599.981.000	6.540
Asturias	18	286	231.243.000	1.184
Balearic Islands	19	2.047	1.716.378.000	12.525
Canary Islands	11	192	28.991.000	464
Cantabria	6	592	96.906.000	1.669
Castile-La Mancha	17	273	99.685.000	1.414
Castile and Leon	29	680	118.683.000	1.478
Catalonia	302	19.502	6.198.857.000	63.328
Ceuta	1	53	8.013.000	162
Extremadura	20	529	96.809.000	1.334
Galicia	48	2.153	542.011.000	7.166
La Rioja	10	268	37.397.000	530
Madrid	304	21.995	12.559.684.000	105.185
Murcia	24	515	85.173.000	1.285
Navarre	11	270	40.930.000	786
Basque Country	31	3.110	1.407.236.000	13.077
Valencia	161	6.125	1.472.838.000	18.772
Not based in Spain	48	928	275.089.000	4.288
<b>TOTALS in 2015</b>	<b>1.232</b>	<b>65.810</b>	<b>26.482.028.000</b>	<b>253.913</b>

### 3.6. Origin of foreign franchises



Francia	47	Italia	37	EEUU	36	Reino Unido	13	Alemania	12	
Portugal	11	Holanda	9	Argentina	6	Bélgica	6	Dinamarca	6	
Suiza	7	Luxemburgo	4	Suecia	4	Australia	3	Brasil	2	
Canadá	2	Corea del Sur	2	Andorra	1	Bulgaria	1	Colombia	1	
Guatemala	1	Hungría	1	Islas Virgenes	1	Israel	1	Japón	1	
Malasia	1	Rusia	1	Turquía	1	<b>TOTAL PAÍSES</b>		<b>28</b>		
								<b>TOTAL FRANQUICIAS</b>		<b>218</b>

<b><u>Country</u></b>	<b><u>Number of Flagships</u></b>
<b>France</b>	<b>47</b>
<b>Italy</b>	<b>37</b>
<b>USA</b>	<b>36</b>
<b>United Kingdom</b>	<b>13</b>
<b>Germany</b>	<b>12</b>
<b>Portugal</b>	<b>11</b>
<b>Holland (The Netherlands)</b>	<b>9</b>
<b>Argentine</b>	<b>6</b>
<b>Belgium</b>	<b>6</b>
<b>Denmark</b>	<b>6</b>
<b>Switzerland</b>	<b>7</b>
<b>Luxembourg</b>	<b>4</b>
<b>Australia</b>	<b>3</b>
<b>Sweden</b>	<b>4</b>
<b>Brazil</b>	<b>2</b>
<b>Canada</b>	<b>2</b>
<b>South Korea</b>	<b>2</b>
<b>Andorra</b>	<b>1</b>
<b>Bulgaria</b>	<b>1</b>
<b>Colombia</b>	<b>1</b>
<b>Guatemala</b>	<b>1</b>
<b>Hungary</b>	<b>1</b>
<b>Virgin Islands</b>	<b>1</b>
<b>Israel</b>	<b>1</b>
<b>Japan</b>	<b>1</b>
<b>Malaysia</b>	<b>1</b>
<b>Russia</b>	<b>1</b>
<b>Turkey</b>	<b>1</b>
<b>TOTAL OF COUNTRIES:</b>	<b>28</b>
<b>TOTAL OF FRANCHISES:</b>	<b>218</b>

## 4. Anexes

<b>4.1 Total of flagships per activity branch</b>	
<b>Sectors</b>	<b>Flagships</b>
Property Management	8
Estate Agencies	31
Travel Agencies	15
Food	67
Beauty-Aesthetic	107
Leisure Centres	13
Health Centres	23
Bedding	5
Sports	18
Dietetics/Parapharmacy	14
Renewable energies	8
Education-Training	40
Photography	5
Hospitality/ Cafés	29
Hospitality/ Pubs/Cider bars	11
Hospitality/ Fast Food	36
Hospitality/Ice-cream's /Yoghurt's	20
Hospitality/ Restaurants / Hotels	61
Hospitality/ Snacks	22
Computers	72
Jewellery/Costume jewellery	21
Furniture / Home	67
Fashion/Tailoring	7
Fashion / Accessories	49
Fashion / Women	60
Fashion/ Mixed generic	19
Fashion /Children & Young People	33
Fashion / Lingerie	17
Fashion / Wedding	7
Fashion / Men	12
Office/Stationary/Book materials	22
Optics /Audiometry	15
Bakery / Patisserie	29
Services /Advisory-Business	52
Services / Automotive industry	46
Services / Financial	8
Services / Cleaning	10
Services / Transports	17
Services /Miscellaneous	39
Specialized Shops	81
Dry Cleaner's	16
<b>TOTAL</b>	<b>1232</b>

<b>4.2 Total of stores/premises per activity branch</b>			
<b>Sectors</b>	<b>Own Stores</b>	<b>Franchised Stores</b>	<b>Total Stores</b>
Property Management	18	226	244
Estate Agencies	46	1.057	1103
Travel Agencies	1.372	1.144	2.516
Food	6.586	5.475	12.061
Beauty-Aesthetic	687	3.610	4.297
Leisure Centres	56	165	221
Health Centres	302	670	972
Bedding	130	189	319
Sports	325	533	858
Dietetics/Parapharmacy	193	982	1.175
Renewable energies	19	248	267
Education-Training	138	1.544	1682
Photography	89	144	233
Hospitality/ Cafés	195	434	629
Hospitality/ Pubs/Cider bars	18	510	528
Hospitality/ Fast Food	484	2.175	2.659
Hospitality/Ice-cream's /Yoghurt's	62	506	568
Hospitality/ Restaurants / Hotels	693	2.502	3195
Hospitality/ Snacks	57	883	940
Computers	350	3.789	4.139
Jewellery/Costume jewellery	400	545	945
Furniture / Home	413	1.371	1.784
Fashion/Tailoring	77	67	144
Fashion / Accessories	661	1.048	1.709
Fashion / Women	1.124	1.015	2.139
Fashion/ Mixed generic	627	498	1.125
Fashion /Children & Young People	680	915	1.595
Fashion / Lingerie	278	390	668
Fashion / Wedding	84	170	254
Fashion / Men	110	134	244
Office/Stationary/Book materials	129	847	976
Optics /Audiommatry	718	812	1.530
Bakery / Patisserie	268	705	973
Services /Advisory-Business	149	1.297	1446
Services / Automotive industry	452	3.132	3.584
Services / Financial	10	119	129
Services / Cleaning	17	135	152
Services / Transports	275	2.413	2.688
Services /Miscellaneous	267	1.129	1396
Specialized Shops	1.012	1.823	2.835
Dry Cleaner's	114	774	888
<b>TOTALS IN 2015</b>	<b>19.685</b>	<b>46.125</b>	<b>65.810</b>

<b>4.3 Total of turnover per activity branch</b>			
<b>Sectors</b>	<b>Own er Turnover</b>	<b>Franchisee Turnover</b>	<b>Total Turnover</b>
Property Management	3.127.000	23.374.000	26.501.000
Estate Agencies	11.475.000	220.414.000	231.889.000
Travel Agencies	584.131.000	323.450.000	907.581.000
Food	6.041.297.000	4.001.343.000	10.042.640.000
Beauty-Aesthetic	160.617.000	635.948.000	796.565.000
Leisure Centres	9.363.000	21.575.000	30.938.000
Health Centres	142.289.000	276.865.000	419.154.000
Bedding	29.466.000	59.423.000	88.889.000
Sports	198.460.000	281.261.000	479.721.000
Dietetics/Parapharmacy	28.644.000	129.797.000	158.441.000
Renewable energies	4.526.000	34.414.000	38.940.000
Education-Training	28.598.000	302.497.000	331.095.000
Photography	23.259.000	23.440.000	46.699.000
Hospitality/ Cafés	48.450.000	104.564.000	153.014.000
Hospitality/ Pubs/Cider bars	4.797.000	118.028.000	122.825.000
Hospitality/ Fast Food	343.814.000	2.299.758.000	2.643.572.000
Hospitality/Ice-cream's /Yoghurt's	13.526.000	95.883.000	109.409.000
Hospitality/ Restaurants / Hotels	1.275.003.000	876.565.000	2.151.568.000
Hospitality/ Snacks	19.112.000	296.350.000	315.462.000
Computers	67.861.000	586.865.000	654.726.000
Jewellery/Costume jewellery	80.862.000	91.267.000	172.129.000
Furniture / Home	212.138.000	409.328.000	621.466.000
Fashion/Tailoring	9.593.000	7.663.000	17.256.000
Fashion / Accessories	140.368.000	192.272.000	332.640.000
Fashion / Women	332.943.000	253.496.000	586.439.000
Fashion/ Mixed generic	392.617.000	159.197.000	551.814.000
Fashion /Children & Young People	125.515.000	164.307.000	289.822.000
Fashion / Lingerie	78.629.000	76.856.000	155.485.000
Fashion / Wedding	39.094.000	68.584.000	107.678.000
Fashion / Men	29.265.000	31.509.000	60.774.000
Office/Stationary/Book materials	30.419.000	215.686.000	246.105.000
Optics /Audiometry	123.539.000	177.780.000	301.319.000
Bakery / Patisserie	64.187.000	138.484.000	202.671.000
Services /Advisory-Business	30.216.000	134.741.000	164.957.000
Services / Automotive industry	126.171.000	533.086.000	659.257.000
Services / Financial	1.816.000	45.916.000	47.732.000
Services / Cleaning	2.736.000	16.273.000	19.009.000
Services / Transports	183.198.000	1.180.244.000	1.363.442.000
Services /Miscellaneous	32.192.000	127.671.000	159.863.000
Specialized Shops	211.553.000	334.096.000	545.649.000
Dry Cleaner's	20.275.000	106.617.000	126.892.000
<b>TOTALS IN 2015</b>	<b>11.305.141.000</b>	<b>15.176.887.000</b>	<b>26.482.028.000</b>

<b>4.4 Jobs per activity branch</b>			
<b>Sectors</b>	<b>Personal Property</b>	<b>Personal Franchisees</b>	<b>Total of Persons</b>
Property Management	51	398	449
Estate Agencies	122	2.626	2748
Travel Agencies	3.643	2.321	5.964
Food	38.018	25.748	63.766
Beauty-Aesthetic	2.368	9.621	11.989
Leisure Centres	145	442	587
Health Centres	1.721	3.545	5.266
Bedding	303	474	777
Sports	856	1.250	2106
Dietetics/Parapharmacy	396	2.138	2534
Renewable energies	65	575	640
Education-Training	558	4.271	4829
Photography	209	268	477
Hospitality/ Cafés	876	1.758	2634
Hospitality/ Pubs/Cider bars	76	2.189	2265
Hospitality/ Fast Food	4.475	24.796	29.271
Hospitality/Ice-cream's /Yoghurt's	175	1.195	1370
Hospitality/ Restaurants / Hotels	10.614	7.176	17.790
Hospitality/ Snacks	260	4.270	4530
Computers	1.018	10.926	11.944
Jewellery/Costume jewellery	736	1.217	1953
Furniture / Home	1.682	4.906	6.588
Fashion/Tailoring	154	134	288
Fashion / Accessories	1.755	2.277	4.032
Fashion / Women	3.537	3.069	6.606
Fashion/ Mixed generic	3.974	2.458	6.432
Fashion /Children & Young People	1.557	1.998	3.555
Fashion / Lingerie	765	1.020	1785
Fashion / Wedding	264	450	714
Fashion / Men	356	443	799
Office/Stationary/Book materials	331	2.459	2790
Optics /Audiometry	2.476	2.888	5.364
Bakery / Patisserie	843	2.222	3065
Services /Advisory-Business	401	2.283	2684
Services / Automotive industry	1.795	7.793	9.588
Services / Financial	22	377	399
Services / Cleaning	39	224	263
Services / Transports	1.344	10.946	12.290
Services /Miscellaneous	561	2.297	2858
Specialized Shops	2.868	4.774	7.642
Dry Cleaner's	323	1.959	2282
<b>TOTALS IN 2015</b>	<b>91732</b>	<b>162181</b>	<b>253913</b>

### 3.3. An year of activities in pictures



**Mexico Fair 2016.** Authorities during the inauguration. Spanish Franchise is represented by Eduardo Abadía.



**BFW's International Jury**, where Eduardo Abadía, the AEF's Managing Director is the Chairman (Best Franchisee in the World)



**Breakfast meetings** held at the AEF's at their premises with its partners.



**Meeting** with the new Director-General for Trade of the Madrid Community.



**Signing of an agreement.** The Social Media Family. Studies of Franchise at Social Networking Sites.



**Fitur.** Awards ceremony of "Premios Vialia", organized by Adif.



**Czech Republic Embassy** in Spain. Breakfast meeting on franchise in that country.

## Partners being full members

### 100 Y COMPAÑÍA

(Sale of second-hand goods, decoration and gifts)  
Antonio de Silóniz  
Via de las dos Castillas, 9A, portal 1A, piso 1ºK C/  
Urb. Bancampo  
28224 Pozuelo de Alarcón MADRID  
Tel: 917994320 - Fax: 917994320  
administracion@euroyocia.com

### ADK

(Fast Food)  
Javier Marín  
Parque Empresarial Can Sant Joan - C/ Alcalde Barnils, 64-68  
08174 Sant Cugat del Valles BARCELONA  
Tel: 933670000  
javier.marin@eatout.es

### BEN & JERRY'S

(Restoration (Ice-Cream Store))  
Óscar Giralte / Montse Pilá  
C/ Tecnología, 19 - Edificio Unilever (Viladecans Business Park)  
08840 Viladecans BARCELONA  
Tel: 936812200 / 935204295 - Fax: 936812200  
oscar.giralte@unilever.com

### BRICOKING

(Do-it-yourself)  
Enrique F. Coco Sinarro / Ana Fernández Fernández  
C/ Espíritu Santo, nº 12 - Ctra. Nacional VI, Km 581  
15165 Bergondo A CORUÑA  
Tel: 981783604 / 981779335 - Fax: 981795238 / 981783605  
enriquefcs@bricoking.es

### CAPRABO CARLIN

(Food Distribution)  
Jordi Lahiguera / Alberto Ojinaga Cebrián  
C/ Ciencias, 135 Avda. Quitapesares, 22 (Pol. Ind. Quitapesares)  
08908 Hospitalet de Llobregat BARCELONA  
Tel: 932872209  
jlahiguera@caprabo.es

### CARREFOUR MARKET / CARREFOUR EXPRESS

(Supermarkets)  
Alberto Cuello Méndez / Alfonso Jiménez González  
C/ Campezo, 16  
28028 MADRID  
Tel: 913331204 - Fax: 913331480  
acuello@carrefour.com

### CERVECERIA 100 MONTADITOS

(Restoration)  
Álvaro Martín  
Avda. Europa, 19 - Edif. Urbis 2 - 3ª planta - A, B, C C  
28224 Pozuelo de Alarcón MADRID  
Tel: 913519001 - Fax: 913519003  
alvaro.martin@gruporestalia.com

### CHARANGA

(Fashion. Children & Young People)  
Alberto Contreras  
C/ Alexandro Volta, 2 - Parque Tecnológico de Andalucía  
29590 Campanillas MÁLAGA  
Tel: 952247410 / 607195977  
marketing@charanga.es

### 5 Á SEC

(Dry Cleaning's)  
Antonio García-Baile / Francisco Portillo  
Albasanz, 14 bis, 3ºG  
28037 MADRID  
Tel: 911317400 - Fax: 911317409  
marcoantonio.garcia@5asec.com

### BEEP – TICNOVA

(Sale of computer, telecommunication products, etc.)  
Xavi Ruber  
Pol. Ind. Mas Batlle - C/ Ignasi Iglesias, 161  
43206 Reus TARRAGONA  
Tel: 977309100 - Fax: 977312706  
Inogues@ticnova.es

### BIOTHECARE ESTÉTICA

(Beauty Sector)  
Patricia Vilchez / Francisco Jiménez González  
Polígono Tecnológico de Ogijares, 174  
18151 Ogijares GRANADA  
Tel: 958257957 - Fax: 958257120  
expansion@biothecareestetika.com

### CANTINA MARIACHI

(Restoration and Host. Mexican Gastronomy)  
Gonzalo Juliani  
C/ Alcalá 150, 1ª ext derecha  
28009 MADRID  
Tel: 914902805 - Fax: 913517648  
expansion@comessgroup.com

### CARLIN

(Stationery. Wholesale)  
José Hernández  
28670 Villaviciosa de Odón MADRID  
Tel: 916169351 - Fax: 916657477  
info@carlin.es

### CASH CONVERTERS

(Sale and purchase – second-hand goods)  
Miguel Presa  
C/ General Perón, 25, 8º H  
28020 MADRID  
Tel: 902444448 - Fax: 915797131  
mpresa@cash-converters.es

### CeX - Complete Entertainment eXchange

(Wholesale trade of electronic equipments and...)  
Sami Sarkis  
Atocha, 40  
28012 MADRID  
Tel: 914294372  
es.franchisingteam@webuy.com

### CITY LIFT

(Installation, maintenance and rehabilitation of lifts)  
Ángel Amat  
Polígono Mas Xirgu - Carretera de Santa Coloma, 99  
17005 GIRONA  
Tel: 902225490  
franquicias@citylift.net

#### **CLEAN & CLEAN**

(New generation dry-cleaning)  
Apeles Fusté Enrique Fernández  
C/ Otero Pedrayo esq. Vicente Risco, 76  
15570 Narón LA CORUÑA  
Tel: 981944968 - Fax: 981944972  
franquicia@clean-clean.com

#### **COLOR PLUS**

(Wholesale company: consumables, stationery and ...)  
Miguel Ángel Mena Gracia  
Polígono Argualas, nave 34  
50012 ZARAGOZA  
Tel: 976352733 - Fax: 976557644  
direccion@tiendascolorplus.com

#### **CURVES**

(Fitness Centre)  
Roberto Rodríguez Iniesta  
C/ Antonio Buero Vallejo, 8  
19003 GUADALAJARA  
Tel: 949200938 ext.1 - Fax: 949203411  
roberto@curveseurope.com

#### **DE COSAS HOGAR Y MODA**

(Gifts, household goods and decoration)  
Antonio de Silóniz  
Via de las dos Castillas, 9A, portal 1A, piso 1ºK - Urb.  
Bancampo  
28224 Pozuelo de Alarcón MADRID  
Tel: 917994320 - Fax: 917994320  
administracion@euroycia.com

#### **DEPASO**

(Convenience stores)  
Faustino Rodríguez Muñoz  
Avda. del Partenón, 12, 2º  
28042 MADRID  
Tel: 913376000 / 913376795 - Fax: 913377310  
faustino.rodriguez@cepsa.com

#### **DON PISO**

(Property mediation services)  
Emiliano Bermúdez / Cosimo Policena  
Gran Vía Carlos III, 124, 3º, 3ª - Edificio City  
08034 BARCELONA  
Tel: 933069090 - Fax: 932053110  
franquicia@donpiso.com

#### **ELEFANTE AZUL**

(Vehicle washing centre)  
Albert Valverde / Mabel Carrasco  
C/ L' Horta, 9  
08750 Molins de Rei BARCELONA  
Tel: 936802144 - Fax: 936802125  
albert.valverde@hypromat.com

#### **ESPACIO LECTOR NOBEL**

(Bookshops)  
Patricia Portabales Currás  
Pol. Ind. A Reigosa parcela 19  
36827 Ponte Caldelas PONTEVEDRA  
Tel: 902412121 - Fax: 986708711  
patricia@libreriasnobel.es

#### **CLÍNICAS FISI(ON)**

(Physiotherapy clinic services)  
Fernando García Hervás  
C/ Pollensa, 2 - Edificio Artemisa, puerta 2ª, oficina 21  
28232 Las Rozas MADRID  
Tel: 916402871 - Fax: 916400688  
efernandez@fisi-on.com

#### **CRISTALBOX**

(Maintenance and repair of car windows)  
Javier Celaya Jiménez  
Avda. Zaragoza, 44, entreplanta E  
31500 Tudela de Navarra NAVARRA  
Tel: 948403030 Fax: 948403031  
jcelaya@cristalbox.es

#### **D-UÑAS**

(Beauty salons-nails)  
Mery Oaknin Benzaquen / Tana Benasuly  
C/ Compositor Lehmborg Ruiz, 10 - Edificio Galaxia, 2º 13  
29007 MÁLAGA  
Tel: 952283446 - Fax: 952301144  
administracion@d-beautygroup.com

#### **DEHESA SANTA MARÍA**

(Hospitality-Iberian snack pub)  
Manel Esplugas  
Parque Empresarial Can Sant Joan - C/ Alcalde Barnils, 64-68,  
08174 Sant Cugat del Vallés BARCELONA  
Tel: 933670052 - Fax: 933670310  
manel.esplugas@eatout.es

#### **DIA %**

(Supermarket)  
Santiago Páramo  
Parque Empresarial de las Rozas - Edificio Tripark - C / Jacinto  
28232 Las Rozas MADRID  
Tel: 913985400 - Fax: 91 555 77 41  
santiago.paramo@diagroup.com

#### **ECOX Centro Imagen 4D Prenatal**

(Centres specialized in 4D prenatal emotional sonography)  
Amadeo Blanquer  
C/ San Carlos, 80, bajo  
03013 ALICANTE  
Tel: 966260530  
central@ecox4d.com

#### **EROSKI**

(Supermarkets)  
Enrique Martínez  
Barrio de San Agustín, s/n  
48230 Elorrio BIZKAIA  
902540340 / 606999481  
enrique\_martinez@eroski.es

#### **EQUIVALENZA**

(Perfumes)  
Francisco Morán  
C/ Salvador Espriu, 13 - 15  
08908 L'Hospitalet de Llobregat BARCELONA  
Tel: 932635733  
info@equivalenza.com

#### **FRIGO HAPPINESS STATION**

(Restoration-Ice-cream shop-parlour)  
Óscar Giralt / Montse Pilá  
C/ Tecnología, 19 - Edificio Unilever (Viladecans Business Park)  
08840 Viladecans BARCELONA  
Tel: 936812200 / 935204295 - Fax: 936812200  
oscar.giralt@unilever.com

#### **GINOS**

(Restoration)  
Ignacio Bonilla / José Álvarez  
C/ Mirador de la Reina, 107 (Barrio Mirasierra)  
28035 MADRID  
Tel: 912758200 / 912758230 - Fax: 915642775  
ibonilla@grupovips.com

#### **INGREDIENTS: CAFÉ**

(Cafe)  
Antonio Veloso  
C/ Vallespir, 19  
08173 Sant Cugat del Valles BARCELONA  
Tel: 935763516  
aveloso@ingredientscafe.es

#### **KENTUCKY FRIED CHICKEN**

(Restoration)  
Daniel Lamrani / José Manuel Rubio  
C/ Serrano Galvache, 56 - Pq. Empresarial Parque Norte  
28033 MADRID  
Tel: 917680730 - Fax: 917681250  
daniel.lamrani@Yum.com

#### **KIDSBRAIN**

(Teaching of maths and English to children through an abacus)  
Raúl Morales Serrano / Javier Barbero Rubio  
Camino de Valladolid, 2  
28250 Torrelodones MADRID  
Tel: 911725372  
raul.morales@kidsbrain.es

#### **LA CASITA DE KITTY**

(Goods with licenses of toys and clothes)  
José Ramón Lledó  
Pol. Ind. El Prado - C/ Palencia, nave 19-B  
06800 Mérida BADAJOZ  
Tel: 924316197 - Fax: 924316197  
info@lacasitadekitty.com

#### **LA TAGLIATELLA**

(Specialized Restoration)  
Juan Ramón Hernández López  
Pol. Ind. "Camí dels Frares", Parc-47 C/E  
25191 LLEIDA  
Tel: 973257280 - Fax: 973257278  
expansion@latagliatella.es

#### **LASER 2000 CENTRO MÉDICO ESPECIALIZADO**

(Supply of health care, medical surgical)  
M<sup>a</sup> del Mar Mejías / Nuria Sánchez Calle  
C/ de las Ataranzas, 8  
29005 MÁLAGA  
Tel: 689132700  
franquicias@laser2000medica.com

#### **GENERAL ÓPTICA**

(Retail distribution of optics products and services)  
Carles Pla / Esther Orea  
C/ Andrade, 128, bajos  
08020 BARCELONA  
Tel: 933037970 - Fax: 933037790  
franquicias@general-optica.es

#### **HÄAGEN-DAZS**

(Ice-cream shop-parlour)  
Ignacio Barbadillo  
C/ Serrano Galvache, 56 - Edificio Álamo, 12<sup>a</sup> planta  
28033 MADRID  
Tel: 913835714 - Fax: 917662850  
ignacio.barbadillo@genmills.com

#### **INTERDOMICILIO**

(Cafe) (Home delivery)  
Bartolomé Calle García  
C/ Marqués de la Cadena, 63  
50014 ZARAGOZA  
Tel: 976795268  
info@interdomicilio.com

#### **KIDS&US School of English**

(School of English for Children)  
Gemma Rafel / Joaquim Serracanta Espinalt  
C/ Cardenal Lluch, 5  
08242 Manresa BARCELONA  
Tel: 938753345  
grafel@kidsandus.org

#### **LA BOTICA DE LOS PERFUMES**

(Wholesale trade of beauty and perfumery goods)  
Francisco González / Juan Antonio Almoril Casado  
C/ Blanqueadores, 4  
06800 Mérida BADAJOZ  
Tel: 924049699 - Fax: 924388035  
internacional@laboticadelosperfumes.com

#### **LA MAFIA SE SIENTA A LA MESA**

(Restoration)  
Pablo Martínez  
P<sup>o</sup> Independencia, 24-26, local 22  
50004 ZARAGOZA  
Tel: 976794675  
pablo.martinez@lamafia.es

#### **LA VENTANA NATURAL**

(Dietetic foods and supplements trading)  
Roberto Bullido Muñoz  
C/ Isaac Peral, 3 - Pol. Ind. Ntra. Sra. De Butarque  
28914 Leganés MADRID  
Tel: 916838306 - Fax: 916823299  
roberto.bullido@ynsadietsa.com

#### **LEADER MOBILE**

(Digital and mobile phone marketing)  
Massimiliano Brigida / Isabel  
Avda. Diagonal, 403, 6<sup>o</sup>, 1<sup>a</sup>  
08008 BARCELONA  
Tel: 934197854 - Fax: 934199713  
info@leadermobile.es

#### **LIZARRÁN**

(Restoration (Tapas & Snacks))  
Gonzalo Juliani  
C/ Alcalá, 150, 1ª ext derecha  
28009 MADRID  
Tel: 914902805 - Fax: 913517648  
gjuliani@comessgroup.com

#### **LOOK & FIND**

(Property mediation)  
Cristina Blanco  
C/ Miguel Yuste, 16, 3º C  
28037 MADRID  
Tel: 913750340 - Fax: 913049566  
c.blanco@lookandfind.es

#### **MANGO - MNG**

(Sale of clothes and accessories for women)  
Oliva Campesino  
C/ Mercaders, 9-11 - Pol. Ind. Riera de Caldes  
08184 Palau-Solità i Plegamans BARCELONA  
Tel: 938602222 - Fax: 938602251  
oliva.campesino@mango.com

#### **MAX DREAM**

(Retail purchasing of perfumery and cosmetics products)  
Juan Bolívar / Diego Bolívar Bueno  
Camino del Jueves, 39, bj D  
18100 Armilla GRANADA  
Tel: 958402713  
info@maxdream.com

#### **MERCADO PROVENZAL**

(Restoration)  
Julio Ortega  
Avda. Luis Morales, 32, 3º - Mod. 5  
41018 SEVILLA  
Tel: 954537852 / 954099186  
franquicias@mercadoprovenzal.com

#### **MINNISTORE**

(Licenses for children, fashion, gifts, accessories)  
Alejandro Otero Gómez  
C/ Sierra Pambley, 8  
24003 LEÓN  
Tel: 695117777  
info@minnistore.com

#### **MUY MUCHO**

(Wholesale trading of household equipment and gifts)  
Jordi Cabanes  
c/ Enric Prat de la Riba, 6 - P.I. Fonollar Nord  
08830 Sant Boi de Llobregat BARCELONA  
Tel: 932890783  
direccion.general@nacex.es

#### **NO+VELLO**

(Photoepilation centres)  
Bruno Comellas / Rafael Machío  
C/ Sierra Nevada, 30  
28691 Villanueva de la Cañada MADRID  
Tel: 918117074 / 902109832 - Fax: 918118280  
bcomellas@nomasvello.com

#### **LLAOLLAO**

(Restoration (Yogurt ice-creams))  
Laura Bernal  
Plaza Santa Gertrudis, 2, 12º C  
30001 MURCIA  
Tel: 968931682  
laura@llaollao.es

#### **MAIL BOXES ETC.**

(Franchiser of services)  
Goseppe Bergonzi  
Travessera de Gracia, 58  
08006 BARCELONA  
Tel: 933624730 - Fax: 933624731  
gbergonzi@mbe.es

#### **MASQMENOS**

(Restoration)  
Jordi Quílez  
Rambla de Catalunya, 2 - 4, entresuelo  
08007 BARCELONA  
Tel: 933013255 - Fax: 933013574  
franquicias@masqmenos.com

#### **McDONALD' S**

(Fast Food)  
Luisa Masuet  
D C/ Somera, 5 - Edif. Margarita  
28023 Urb. La Florida MADRID  
Tel: 915664100 - Fax: 915664143  
uisa.masuet@es.mcd.com

#### **MIDAS**

(Fast repair of cars)  
Antonio Beltrán  
C/ José Echegaray, 10, bloque 4, planta 2  
28100 Alcobendas MADRID  
Tel: 918065946 / 6000 - Fax: 918065953  
abeltran@midas.es

#### **MRW**

(Courier)  
Cristina Romero  
Avda. Gran Vía, 149-151 - Pol. Gran Vía Sud  
08908 L' Hospitalet de Llobregat BARCELONA  
932609800 - Fax: 932609801 / 19  
rel.externas@mrw.es

#### **NACEX**

(Courier)  
Pedro Fuillerat  
C/ Pablo Iglesias, 122 - Pol. Ind. Gran Vía Sur  
08908 Hospitalet de Llobregat BARCELONA  
Tel: 902474100 / 916707230/9326 - Fax: 916708230  
direccion.general@nacex.es

#### **NOCTALIA**

(Retail trading for specialised rest)  
Antonio Martínez  
C/ Río Almanzora, nº 2 - Área empresarial Andalucía - Sector, 7  
MADRID 28906 Getafe MADRID  
Tel: 917448500 - Fax: 917448589  
antonio.martinez@flex.es

**NOSTRUM**

(Take-away service)  
Ricard Cabré / Quirze Salomó González  
Pol. Ind. Les Vives, Anais Nin s/n  
08295 Sant Viçent de Castellet BARCELONA  
Tel: 938333939  
rcabre@nostrum.eu

**OH MY CUT!**

(Hairdressing)  
Francisco Medina Pérez  
Avda. Jubalcoy, 18b  
03202 Elche ALICANTE  
Tel: 966215033  
franquicias@ohmycut.com

**ORO CASH**

(Sale and purchase of gold)  
Llatzer Motote Sánchez / Mayte Gómez  
Avda. Reyes Católicos, 7  
18194 Churriana de la Vega GRANADA  
Tel: 958283356 / 902090627 - Fax: 958097921  
info@orocash-orobank.com

**PANNUS**

(Bakery)  
Agustín Llarás  
Avda. Diagonal, 468, 6º A  
08006 BARCELONA  
Tel: 902091442  
antonio.martinez@eatout.es

**PASTA CITY**

(Hospitality)  
María Irisarri / Gonzalo Juliani  
C/ Alcalá 150, 1ª ext derecha  
28009 MADRID  
Tel: 914902805 - Fax: 913517648  
mirisarri@comessgroup.com

**PERFUMHADA**

(Perfumes in bulk)  
Nieves Álvarez Álvarez  
C/ Montuenga, 4  
28044 MADRID  
Tel: 927278602  
central@perfumhada.es

**PIZZA MÓVIL**

(Restoration - Pizzeria)  
Juan Oliva Fernández  
C/ Coutadas, 76 - La Salgueira  
36204 Vigo PONTEVEDRA  
Tel: 986493055 - Fax: 986423381  
juanoliva@pizzamovil.net

**PRESSTO**

(Quick dry cleaning)  
Gregorio Hernasanz / Eusebio García Jamain  
C/ Bascuñuelos, 13, Nave H  
28021 MADRID  
Tel: 913858200 - Fax: 913858201  
info@pressto.com

**OCTOBER**

(Fashion)  
Higinio Gil  
C/ Jorge Juan, 22, bajo  
46004 VALENCIA  
Tel: 961221640  
higinio.gil@october.es

**OPENCEL**

(Beauty salons)  
Lidia  
Pza. Costa del Sol, 5 - Edif. Florida, 1ª planta, oficina  
29620 Torremolinos MÁLAGA  
Tel: 952409855  
franquicias@opencel.es

**PANCHITO**

(Mexican restaurant)  
Andrea Elcasser / Blanca Rosa Martín Candela  
C/ Agricultura, 28  
08840 Viladecans BARCELONA  
Tel: 932022621  
andrea@panchito.com

**PANS & COMPANY**

(Fast Food)  
Antonio Martínez  
Parque Empresarial Can Sant Joan - C/ Alcalde Barnils, 64-68,  
08174 Sant Cugat del Vallés BARCELONA  
Tel: 933670000/70 - Fax: 933670109  
antonio.martinez@eatout.es

**PERFUMARTE**

(Distribution and sale of perfumery and cosmetics products)  
José Luis Escrivá Falcó  
C/ Jaume Roig, 97  
46290 Alcasser VALENCIA  
Tel: 961278560  
central@perfumarte.com

**PICKING PACK**

(Wholesale trade of computers and peripherals)  
Mauro Noé Delgado Ponciano  
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