



FRANCHISE EXPO PARIS 2019 : A DYNAMIC EDITION !

Franchise Expo Paris, which ended on Wednesday evening, confirmed its status as **the world's must-attend** franchising model event. The show, organised by **Reed Expositions** and the **Fédération française de la franchise** from the 17th to the 20th March, Porte de Versailles, attracted over **35,000 visitors** and **572 exhibitors**, thanks to the quality of its contact opportunities. Franchise Expo Paris also cemented its international focus with **155 international exhibitors** and around **3,000 international visitors** representing **101 different nationalities** !

! **35,000** visitors

! **100** workshops and conferences to help them create their business and become a franchisee with almost **8,000** attendees

! **572** exhibitors

! **500** brands from **90** sectors of activity

! **155** international brands, representing

27 nationalities outside of France, namely with pavilions from Italy, Malaysia, Canada, United Kingdom, the US, Brazil, Russia, Lebanon ...

! **23** members of the "Collège des Experts" from the FFF

! **8** banks

! **30** institutional partners from the world of business start-ups, alternative finance and local government

“ Despite a challenging economic climate, the franchising model has proven its staying power.

Once again, the show's aisles were packed this year, demonstrating that this business model has broad appeal !

Franchising has a bright future ahead of it !”

Sylvie Gaudy, Director of Franchise Expo Paris.

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WHO VISITED FRANCHISE EXPO PARIS 2019 ?

While Franchise Expo Paris has established itself as the largest franchising event in the world, it is also the largest event in France, with **48% of visitors coming from outside Paris**. The top regions are Hauts-de-France, followed by Auvergne- Rhône-Alpes, Nouvelle-Aquitaine, Grand Est and Pays de la Loire.

Over **2,800 international visitors** (representing **101 different nationalities** !) made it to Franchise Expo Paris. National delegations from Belgium, Morocco, Switzerland, Great Britain, Italy, Spain, Ukraine, Algeria, the US and Senegal came also to the show.

Project innovators included **63.5 % active employees** or job seekers looking to change career, **30 % sole traders** or existing franchisees. **70 % of visitors want to set up their own business as a franchise**.

75 % stated they are ready to launch their project within 1 year and 32 % within the next 6 months ! Around 57 % had less than €50,000 of investment capacity, while 15 % (an increasing figure) had secured investment capacity of over €150,000.

Interesting fact : **28 % of respondents plan to open an international franchise** and over **6 % of visitors were there to become a franchisor** : these are the brands of the future !

RESTAURANTS, SERVICES AND FOOD SHOPS

The **Food & Beverage** sector is still one of the most dynamic and attracts almost 31 % of visitors. The services (B2B and B2C services combined) too. Followed by **food shops** (30 %), **specialised outlets** (26 %), **beauty, health and fitness** (19 %), **home and household goods** (15 %) ...



AWARDS CEREMONIES

Awards and competitions are designed to highlight the standout brands of the moment, as key sources of inspiration for franchisee networks and franchisees. They attracted the panel with their passion, innovation and audacity !

LES RÉVÉLATIONS DE LA FRANCHISE AWARDS : WOK TO WALK®

This award recognises and supports franchise networks whose retail or service concepts are the most effective and innovative on the market. Among the 30 pre-selected brands, **Wok to Walk®**, a pioneer in urban Asian fast food in Europe, impressed the panel with its professionalism and beat the two other finalists : **L'Alsacien** and **Cuisines Venidom**.

The contest organised by the Fédération française de la franchise, with its "Collège des Experts", in partnership with Franchise Magazine, Reed Expositions France (Franchise Expo Paris and l'Observatoire de la Franchise) and Crédit du Nord.

THE MOST AUDACIOUS FRANCHISOR CONTEST : MELTDOWN ESPORT BARS

The award for the most audacious franchisor has been given to **Meltdown eSport Bars**, a concept specialised in cafés dedicated to e-sport enthusiasts. The panel's special award went to the **Plus que Pro** network, while the international growth award went to **Guinot**.

This contest has been co-organised by L'Officiel de la Franchise, Territoires et Marketing, KPMG, Simon Associés, Franchise Management, l'Observatoire de la Franchise, Point de Vente and Gan Assurances.

LES COUPS DE CŒUR DE LA FRANCHISE – 11TH EDITION

Each year, these awards celebrate franchise networks for their strategy and performances.

- « Coup de cœur » for Sustainability and Managed Growth : **Eléphant Bleu**
- « Coup de cœur » for Best Crowdfunded Network : **Aquila RH**
- « Coup de cœur » for New Franchising Concept : **Bye Bye Nits**
- « Coup de cœur » for Best Export Strategy : **Piscines Desjoyaux**
- « Coup de cœur » for Best International Brand in France : **Tom & Co**

This award is co-organised by L'Express and l'Observatoire de la franchise, in partnership with Banque Populaire.

START-UP FRANCHISING DAY : SHOKI

This brand new conception rewards the best franchise network digitalisation tools developed by start-ups. Out of 30 candidates, 6 start-ups were given 7 minutes to pitch their business, in front of the Franchise Expo Paris audience. **SHOKI**, a start-up specialised in online branding, won the Start-up Franchising Day award.

To download pictures in HD

Crédit Photo : Stéphane Laure

Franchise Expo Paris 2020

From 22nd to 25th of March 2020, Parc des Expositions Porte de Versailles, Pavillons 2 and 3, Paris

www.franchiseparis.com

A Fédération française de la franchise event organised by Reed Expositions France



About Fédération française de la franchise - www.franchise-fff.com - Since it was founded in 1971, the FFF has pursued a single ambition: to make franchising the premier growth driver in today's retail world. With almost 170 member networks – selected because of their commitment to the franchising sector's European code of ethics and representing 45% of all French franchises – the FFF is a key interface between public authorities, network founders, entrepreneurs and investors. The Federation provides both existing and prospective franchisors and franchisees with the training and information they need to develop and move into export markets. In 2009, the FFF founded the Académie de la Franchise, the first professional training organisation dedicated exclusively to franchising networks and aspiring franchisors and franchisees.

About **Reed Expositions - www.reedexpo.fr**

Present in 20 industry sectors, with 50 leading events -including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, SITL, Maison & Objet*, Fiac, Paris Photo - and 51 websites, Reed Expositions delivers contacts, content and communities with the power to transform our customers' business. More than 24,000 companies and 1.43 million buyers, from France and abroad, are customers of our events. Reed Expositions is a member of the Reed Exhibitions Group, the world's leading events organiser and a leader in the French market with more than 60 events and 2 subsidiaries: Reed Expositions France and Reed Midem.

*organised by the SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France

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