



Press release  
Paris, 13 October 2014

## Franchise Expo Paris 2015 22-25 March 2015

The French Franchise Federation and Reed Expositions France look forward to welcoming you to the next Franchise Expo Paris from Sunday 22 to Wednesday 25 March 2015. For over 30 years, this international exhibition has boosted the development of French and international franchise networks. Nearly 37,000 visitors and investors from five continents visited the show in 2014, confirming its role as the key event on the industry calendar.

### Franchise Expo Paris – the biggest offer of franchise concepts

Franchise Expo Paris 2015 will be an opportunity to meet over **500 exhibitors** representing **90 sectors**, as well as numerous experts from the world of franchising. The show presents over **110 new and innovative concepts**, ranging from the more **traditional sectors**, such as **fashion** and **catering**, to newer franchise **trends** such as fitness coaching, water biking, nail bars and street food.

Franchise Expo Paris brings together **renowned French** and **international brands** as well as **emerging concepts** that offer significant potential for attracting fast-growing markets worldwide.

Many exhibitors will be **recreating their sales outlet or even their restaurant** on their stands, enabling visitors and investors to experience the brand identity of the franchise networks for themselves. The show's location at the **gateway to Paris** makes it ideally positioned for combining **business and pleasure**. **Fast, easy access to the French capital means visitors can see the concepts in real-life settings.**



Another key selling point of Franchise Expo Paris are the professionals who **support, advise** and **inform** budding entrepreneurs, sharing their knowledge and expertise about franchising and starting a business through:

- **Discussion**, meeting the exhibitors on their stands and in the Experts Village
- **Free talks and workshops** over the four days (in French) and the "**Master Franchise School**" (in English).

### Franchise Expo Paris: THE international franchising event

Each year, more and more franchise candidates, networks and investors flock to the show. In 2014, **105 brands from 25 nationalities were represented**, making Franchise Expo Paris THE international franchising event. The previous session saw a very strong turnout of **brands from Italy, Spain, the US, Canada (not forgetting Germany, Belgium, the UK, Russia, Greece,**

**Bulgaria, Australia, Israel and Korea)** “Master franchising” in particular attracted **2,109 international visitors** to the show, from **88 different countries**.

Federations, associations and international delegations visited the show to promote the franchising business model beyond Europe’s borders. Visitors to the 2014 show included: The Canadian Franchise Association and the *Conseil québécois de la franchise* (Quebec franchise council), the Egyptian Franchise Development Association, Assofranchising (Italy), the *Asociación Española de Franquiciadores* (Spanish franchise association), as well as delegations from Tunisia, Algeria, Israel and the Philippines.

### **LeClub Franchise Expo – tailor-made VIP services**

LeClub – **Franchise Expo Paris** is an “exclusive” community of entrepreneurs, multi and master franchisees, French and international retailers that benefit from VIP services before, during and after the show. These include:

- Individual scheduling of B2B meetings with franchisor exhibitors at the show
- Access to the VIP lounge, LeClub (with cloakroom, internet, open bar, priority access to concierge services etc.) for private meetings
- Concierge services for planning your trip and stay
- Invitation to the show’s VIP events: exhibitor receptions, award ceremonies, brunches and after-show networking.

### **Practical information**

Franchise Expo Paris, 22-25 March 2015  
Paris Porte de Versailles, Hall 2 & 3  
France

### **For more info:**

<http://www.franchiseparis.com/>



Twitter : [@franchise\\_Expo](https://twitter.com/@franchise_Expo)

Facebook: [Franchise.Expo](https://www.facebook.com/Franchise.Expo)

### **About Franchise Expo Paris 2015**

Every year, for over 30 years, Franchise Expo Paris has boosted the development of franchise networks in France and abroad and helped thousands of entrepreneurs to achieve their dream of starting a business. Franchise Expo Paris is the leading marketplace where entrepreneurs and sales outlets can identify and meet more than 450 French and international brands. To ensure their project is a success, Franchise Expo Paris brings together all the professionals offering support, advice and information to help start-ups source investment. This unique offer comprising market leaders and new franchise concepts expanding into new markets gives entrepreneurs the opportunity to shop around and make comparisons, ensuring they choose the network that best matches their aspirations.

### **About the French Franchise Federation**

With 160 member networks representing 45% of French franchisees, selected on the basis of their adherence to the European franchising code of ethics, the FFF is a key interface between public authorities, network founders, entrepreneurs and investors. The federation offers existing and future franchisors and franchisees the training and information services they need in order to develop their networks and export. It liaises with central and local government, raising their awareness of the fundamental need to modernise business and commercial services, for which franchising is one of the most powerful vehicles. Through its exchange and research programmes, it constantly drives franchising forward, since a successful franchise sector supports, encourages and nurtures the ambitions of the FFF, the voice for entrepreneurs starting up and developing as a franchise. More information is available at: [www.franchise-fff.com](http://www.franchise-fff.com)

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### **Press contacts**

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