

FAIR FRANCHISING IN PARIS IS ON THE AIR NOW!

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The great European festival that grows every year in quality and exhibition space will be hosting a group of Italian companies.

Every year, the public announcement on the networks say: FRANCHISE EXPO PARIS is the favorite tool for the development of international networks of organized trade and it allows thousands of entrepreneurs to achieve their business plan, "providing" brands with great reputation and interesting new ideas to develop in new markets.

For over thirty years, FRANCHISE EXPO PARIS has represented an international landmark about the advancements of the market on the net and throughout the world and also about all the latest market trends. It is a necessary meeting for every businessman, trade professionals, direct networks, and franchising to have a business plan they want to achieve.

Although Paris is one of the most important fairs worldwide, Sao Paulo, Mexico, Delhi, New York, and also Moscow are growing year by year.

Some people say that Mexico is the most "productive" with the highest number of visitors while others say that Sao Paulo is the largest in terms of square meters. New York doubled the exhibition space compared to the previous year, and Delhi must be seen and be present. Lastly, Moscow continues to have constant development.

MFV is the company that owns the most important Franchise fairs in the United States, and it is changing its location from Miami to Houston with plans to repeat the success from last year, where it left Washington DC to go to New York.

Also, it should be mentioned the annual meeting of the IFA convention, "International Fran-

chise Association", that this year was the 53rd edition. It is able to attract not only companies, but also, professional people specialized in training, conferences, symposia, and speaker of absolute importance (Condoleezza Rice) even though it is not a trade show.

It is impressive to see the satisfaction of all the participants, so credit to the organizers!

In Europe after Paris there are Rome and Madrid, Expofranquicia.

EXPOFRANQUICIA, this year will be the 19th edition, is the most important meeting for the franchise sector in Spain. It receives visitors from every region of Spain and from 36 countries worldwide- mostly "Spanish hablante".

It shows lots of multi-sectorial range of national and international brands and it also supports the franchising sector for the research of overseas markets with extensive international promotion.

EXPOFRANQUICIA is an highly effective commercial tool due to its capacity it generates a large number of contacts with a moderate cost.

In June there will be New York, where you can be with thousands of entrepreneurs and business owners. It is considered the largest franchise expo in the Country and you can have hundreds of great franchise opportunities. Every industry. Every investment level. Full-time and part-time.

Over 400 of the top franchises, 70 Free Seminars and In-Depth Symposia, they help to decide which franchise is right, you can own a wide range of financial advice from specialized people.

At the same time there is also Brasil !

ABF is considered the largest fair in the world of franchising, year by year, ABF Franchising Expo is exceeding all expectations with more than 60 000 visitors. Promoted by the Brazilian Association Franchising (ABF), the show will have several options for those who are looking to open a franchise business.

The ABF Franchising Expo was even bigger this year, it held 31 000 m² of blue and white pavilions of Expo Center Norte, in São Paulo, with the participation of 470 exhibiting brands.

BUYBRAND 2013, in MOSCOW: Due to globalization, Russia will have to use resources and improve its competitive environment. The country is intensively promoting international economic links and establishing conditions to attract foreign investments. Nowadays Russia is facing a franchising boom. Russian businesses and entrepreneurs turn to franchising models. This market also has quit a good potential for overseas players.

It is the right time to look for franchises in Russia. Many international brands are very popular in this country. In Russia most franchising companies represent mainly restaurants and fast-foods, footwear, clothing and accessories shops. It is obvious that lots of areas will find niches in Russia.

New Delhi, now at the 11th International Franchise & Retail Show , is considered the Asia's biggest international franchise & retail show organized by Franchising India. It is going to be in October 12-20,2013.

All this show are really interesting, people have high capacity of investment and there is a high level profile for the visitors.



Official data says that being in all the shows "It is not a waste of time, it is just business"

We are pleased to present and try to organize an Italian participation as " Italian Franchise yearbook ", as professionals Franchisor & consultant and as association IAFP.