



36th Franchise Expo Paris: the leading franchise exhibition reveals the trends

Paris, January 2017

The 36th Franchise Expo Paris will take place from Sunday 19 to Wednesday 22 March 2017. The leading international franchising industry event is set to welcome 530 exhibitors and more than 35,000 visitors. This edition will also feature a number of new concepts and countries exhibiting for the first time.

A truly international event

Every year, Franchise Expo Paris helps to grow networks in France and internationally by enabling thousands of entrepreneurs to realise their dream of setting up a business. This March, the show will welcome exhibitors from 25 countries, representing 20% of exhibitors to date.

A number of new countries will be taking part over the four days, including **Malta** (Sanondaf), **Russia** (Killfish), **Czech Republic** (QuickGame), the **Netherlands** (Fit 20, PaintBar), **Latvia** (Heavens) and **Greece** (Pink Woman). There will also be several international group stands, including USA, Canada, Italy, Spain, the Netherlands, Croatia and Brazil.

The major franchising countries will be present in force:

- **USA** with 16 brands already, including Experimax, Papa Johns, Skechers and Embroid Me
- **Spain** with 12 brands including Artespanol, Paellas & Tapas, Llaollao and Refresh
- **Italy** with 29 brands including Illy Caffè, Old Wild West, Ireplace, Geox and Coincasa.
- **Denmark** with 4 iconic brands: Bo Concept, Bang & Olufsen, Only and Vero Moda

Key trends highlighted at the show

Once again this year, new trends and new concepts are emerging in a number of sectors. The most dynamic include catering and food retailing, the beauty/health/fitness sector and services to businesses and private individuals.

Some 60 **catering** brands will be present at the 36th Franchise Expo Paris. Specialities such as burgers (Bchef, John Smith Subs, Bruegger's, 231 East Street, Holly's Diner) and bagels (Bagel Corner, Bagelstein) are back, while brands specialising in tacos will be making their debut (O'Tacos and Nachos Mexican Grill), as well as two creperies (Ar Preti, O11ze) and a foodtruck concept specialising in mussels (Moule Walker). Trending this year are so-called 'premium' establishments (Lucien & La Cocotte, La Côte et l'Arête), brands promoting healthy eating (Jour, Dubble, Spok) and hybrid concepts like Persillé which offers a butchery and catering service, and Enjoy which sells waffles in the winter and ice cream in the summer. Note the return of Illy Caffè. As always, traditional catering has a strong presence with brands such as Hippopotamus, Buffalo Grill and Courtepaille, and so does fast food, with brands including Pitaya, Pegast and Brioche Dorée.

In **food retailing**, the bakery sector is always well represented and this year welcomes two newcomers (Borea and Firmin). A number of chocolate and confectionery brands will also be exhibiting (Confiserie du Roy René, De Neuville, Jeff de Bruges), as well as delicatessen/fine food concepts (Comtesse du Barry, Duca de Gascogne, Maison Bremond, Oliviers & Co).

The women's **ready-to-wear** sector is well represented (OVS, Pink Woman, Hopenlife and brands belonging to the Bestseller group – Vera Moda and Only) and is growing, with leading unisex and premium brands such as United Colors of Benetton, Aigle and Gant. Lingerie brands present include Promise and Valège.

In **specialised retail**, many toy brands will be exhibiting (Jouets Sajou, La Grande Récré, JouéClub) and we are seeing an increase in the number of 'retailtainment' brands (Speed Park, Metropolis Bowling Laser and Paint Bar). Fabrics and furniture networks, including Singer and Self Tissus, will also be present. Returning mobile phone brands include Vivre Mobile and Ireplace. Two interior design names will be exhibiting for the first time – Coincasa and Muy Mucho –, joining Ambiances & Styles and Geneviève Lethu.

In the **automotive sector**, note the arrival of Renault. And new this year is private luxury vehicle hire with Toosla. Cycling also features prominently with three brands already signed up: Vélo Station, Culture Vélo and Bouticycle.

For **services to private individuals and businesses**, the show welcomes three new concepts: Yakaranger, Relaxauto and Logis Family.

Finally, the **beauty/health/fitness** sector features eight fitness concepts including three newcomers (Fight'ness Gym, Freeness and Good Regen). Successful French brands such as Yves Rocher, Adopt and Beauty Success will be joined by new cosmetics brands like the Italian herbalist and natural cosmetics concept L'Erbolario. The diet and healthy eating trend continues, with Diet Plus, Diet Natural and Naturhouse among the exhibitors.

!/\ New this year

To enhance the visitor experience:

- The exhibition opening hours are being extended and for the first time will have **late-night opening on Monday 20 March till 9pm.**
- Our website <http://www.franchiseparis.com/> has been redesigned with RWD so that it can be viewed on all mobile devices.

Reminder: each day will have a specific theme to meet visitor needs and expectations:

- Sunday: Change your life, start a business
- Monday: Special retailers' day: choose franchising to boost your business
- Tuesday: Going into business when you're young: the franchise solution
- Wednesday: Women and entrepreneurship

Franchise Expo Paris, 19 to 22 March 2017, Porte de Versailles, Pavilion 2.2

Please contact us for interview requests or any further information

Many spokespersons could answer:

- *Michel Bourel, French franchise federation Président*
- *Chantal Zimmer, French franchise federation general manager*
- *Sylvie Gaudy, Franchise division director - Reed Expositions*
- *Exhibitors : franchisors and franchisees*

Exhibitors list updates attached.

About the French Franchise Federation



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 160 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. It liaises with central and local government on the fundamental need to modernise the retail sector and commercial services, with franchising as one of the most powerful drivers of this process. Its networking and research programmes help to promote the ongoing development of the franchise sector. Equally, the sector's successful track record supports, encourages and drives the FFF in its mission to provide effective representation for all entrepreneurs launching and developing franchise businesses.

For more information visit www.franchise-fff.com

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. Discover the training programmes at www.formation-franchise.com

About REED EXPOSITION FRANCE - www.reedexpo.fr

Present in 20 industry sectors, with 52 leading events -including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, Midest, 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 24,400 companies and 1.58 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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