

FRANCHISE EXPO PARIS CONFIRMS ITS 2021 EDITION

FROM 26th TO 29th SEPTEMBER 2021

The French Franchise Federation and Reed Expositions France confirm the 2021 edition of Franchise Expo Paris: 26-29 September 2021, pavilion 2 & 3 in Paris Porte de Versailles.

After a year going through the sanitary crisis, the franchising model has proven its strong capacity to be resilient, and Franchise Expo Paris will, more than ever, help future entrepreneurs' project to become reality, and support franchise brands in their development. In 2021, let's head for the economic revival!

AN EXPECTED EDITION...

After 2 postponements in 2020, the biggest and most international franchise event will exceptionally take place this year in September: more than 400 exhibitors will be on the show that will mark the post Covid-19 revival. The general craze for the show, 6 months before, strengthens the privileged role of Franchise Expo Paris to its exhibitors and franchise candidates: the main and essential rendez-vous for franchise in France and internationally.

As usual, Franchise Expo Paris will display a great range of franchise brands, representing many business sectors: B2B and B2C services, automotive, home décor, beauty, restaurants... with any personal contribution or location wanted. All franchise key players (franchisors, banks, consultants, lawyers, accountants, future franchisees, investors, media...) will be there to assist and help future entrepreneurs in their professional project, who are still motivated by this business model, even during a crisis.



We are happy to announce that the next edition of Franchise Expo Paris will take place in September. The physical show will also be supported beforehand, during and after by digital initiatives, that will help future entrepreneurs to be trained, get informed and ready in order to find the best business partner. We are already ready and are doing everything we can to make Franchise Expo Paris 2021 a great success.

SYLVIE GAUDY, SHOW DIRECTOR AT REED EXPOSITIONS FRANCE.

... IN A CONTEXT WHERE THE FRANCHISING MODEL HAS PROVEN ITSELF!

While independent and isolated shopkeepers keep on facing an economic crisis, all business experts agree to say that franchise seems to be a stronger and more resilient

business model. Thanks to their capacity to adapt, two franchisors tell us how they experienced this sanitary crisis and what they expect from Franchise Expo Paris 2021.

WORD OF FRANCHISORS!

The Bio specialist

NATURALIA

« In 2020, we have experienced a 22% raise of our revenue compared to 2019. In 2018 we have decided to mainly develop in franchise – with independents who also manage their outlet – because we found out that this business model has always been more efficient than branches, but also because passing on our know-how is embed in our brand since the beginning. What franchising brings us is people who are well established in their local environment, and who perfectly know the essential locations for food retail. The franchising model is also a great way for us to meet the clients thriving request to get more local products, where big supermarkets cannot compete.

Or yet, it's something that we wish to develop in the future, that's why we allow our franchisees to display 25% of local products. Franchise is also the expertise of shopkeepers who work in their outlet and experience daily our concept, so that they are able to give us feedback to improve our internal development.

As far as our development is concerned, we are really looking forward to the 39th edition of Franchise Expo Paris, to meet new candidates, nothing trumps a meeting in real life. Franchise Expo Paris allows candidates to meet several franchise concepts and to weigh up the pros and cons of each one. Our biggest challenge for this show is to prove that our model is efficient on the franchise AND the bio market. It will be even more important as 2021 is a crucial year for organic products/the bio sector. »

Ghislain Delfour,

Franchise development manager of Naturalia

Furniture specialist

GAUTIER

« An important and active brand in the home decor sector, Gautier, as a franchisor, has still been seen as attractive to franchise candidates in 2020 and in 2021 so far, thanks to its resilience: quality of its products, environmentally friendly approach, "Made in France" DNA, and the strength of an industrial family business that guarantees reactivity and availability of products. Nevertheless, the sanitary crisis has increased the digitalization of the relationship we have with our franchisees. Without any franchise shows or events, the development of Gautier has been made online with new franchise candidates (Visio conferences and one-to-one meetings thanks to our dedicated website www.franchise.gautier.fr). We have had less interested new candidates, but they are all more qualified, prepared and informed, so it leads us to forecast a development of 7 to 8 new openings for 2021.

We are really looking forward to the next edition of Franchise Expo Paris, to meet new franchise candidates. We are namely looking for new partners in the Lyon area and the Alpes-Maritimes region. »

Maurizio di Salvo,

Franchise development manager of Gautier

About Fédération française de la franchise

Since it was founded in 1971, the FFF has pursued a single ambition: to make franchising the best development tool in today's retail world. With almost 180 member networks – selected, among other criteria on their commitment to the franchising sector's European code of ethics and representing 45% of all French franchising activity – the FFF is a key interface between public authorities, network founders, entrepreneurs and investors. Franchising in France represents 2,049 franchise networks, 78,218 franchised outlets, with an overall turnover of nearly 68 billion euros. The franchising business activity generates 757,852 jobs (direct and indirect). In 2009, the FFF founded the Académie de la Franchise, the first professional training organisation exclusively dedicated to franchising candidates, but also future and current franchisors.

www.franchise-fff.com

About Reed Expositions :

Present in 20 industry sectors, with 50 leading events –including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, SITT, 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 Expositions 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.

www.reedexpo.fr

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



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