

FRANCHISE EXPO 23

NOVEMBER 9-11, 2023 GERMANY



be part of it!

Facts

- Since 2018, the 3-day Franchise Expo has been held as the „place to be“ in Frankfurt.
- Only franchise fair in Germany
- Organizer is the company MFV/Comexposium, which organizes franchise fairs worldwide (USA, Mexico, England, Shanghai...)
- Main partner: German Franchise Association
- Partnerships with the entire franchise media landscape and other networks from the German economy

Results

- 572 brands presented
- 240 lectures,
- 10,000 visitors

www.franchise-expo.com

Contact



Christian Köttler
Co-Show Director
MFV Expositions/Comexposium

christian.koettler@comexposium.com
+43 664 88708882



Matthias Kandler
Sales Director

matthias.kandler@comexposium.com
+43 664 9643003

FEX23 Ambassadors



Emma Lehner
Bodystreet



Marc Elsner
Domino's Pizza



Magdalena Mathoi
Storebox



Tayfur Aktoprak
Cigköftem



Maria Linz-Bender
global office



René Törner
MySpa



An event by



Main partner



QUALITÄTSSYSTEME VEREINT.



Sheila Fischer
President MFV Expositions,
Comexposium
Trade fair organizer



Jan Schmelzle
General Manager
German Franchise Association,
Main partner FEX23

"MFV is no. 1 in the international franchise business world. Our goal is to create events that connect franchise concepts on all investment levels with qualified visitors that want to start their own businesses.

Why Germany?

Such a strong economy should have its own world class franchise expo!"

5 reasons to be part of the FRANCHISE EXPO 23 in Frankfurt

- 1. Present** your brand at Germany's newest, biggest franchise fair
- 2. Recruit** franchisees from all over Germany
- 3. Brand management:** be visible alongside many other familiar brands and be remembered
- 4. Motivation:** participation in the Expo shows your franchise partners and your team that you are committed
- 5. Your presence** at the Expo will raise your attractiveness to potential employees



Facts about Germany

In 2022, the 930 franchise systems active in Germany generated generated sales of 142 billion euros in connection with approx. 144,000 franchisees and 814,000 employees.

The trend of growth in franchisees, operations and employees in employees of recent years continues despite Corona and the war in Ukraine and the related challenges for the economy. We see a franchise industry that is robust and resilient and ready to innovate.

The German Franchise Association represents the interests of the German franchise industry. It is the quality association of the industry and supports franchisors and franchisees alike.

Regular Prices

Booth in Frankfurt, 9-11, November 2023 All stand packages incl. back wall, carpet, 1 table, 2 chairs and marketing fee		
select	BOOTH PACKAGE	
prices (€)	Early Bird until 31.01.23	Regular until 30.06.23
9 sqm	5,800	6,800
15 sqm	10,100	11,400
18 sqm	10,800	12,000
30 sqm	15,900	17,900
36 sqm	18,400	20,700
54 sqm	25,200	28,200
Newcomer*	3,200	3,500
Consulter	3,800	4,300
Super Package Upgrade: €1,500 9sqm=1 back wall graphic print (without graphic design) and three lights		

*Systems with up to five locations. Stand size: 4m².
For newcomers, the stand construction is predetermined.