



Growing your business through multi-franchising: the beating heart of Franchise Expo Paris 2026

Franchise Expo Paris, the world's largest franchise event, returning from March 14-16, 2026 at Paris Porte de Versailles, boasts an enhanced program focused on business development. Catering to all types of profiles, including franchisees seeking new challenges, investors, and franchisors looking to expand into new territories, the 44th edition promises to satisfy every need.

A SELECTION OF CONFERENCES AND WORKSHOPS FOR PROFESSIONAL DEVELOPMENT

Driven by Franchise Expo Paris and Progressium, **Franchise Invest Club** is the only event that brings together the French and international community of multi-multi-master-franchisees, with the aim of connecting entrepreneurs looking for new challenges and business developers.

Its program includes a series of conferences dedicated to Multi, Pluri and Master franchisees from all backgrounds:

- From a single point of sale to an entrepreneurial empire: the role of multi- and multi-franchising (Workshop 1, Saturday, March 14, at 1:50 p.m.)
- When is the right time to take the plunge and become a multi- or multi-franchisee? (Workshop 1, Sunday, March 15 at 4:10 pm)
- Multi-franchise: the power to diversify to conquer your territory (Workshop 2, Monday, March 16 at 1:35 p.m.)

Hosted by Progressium, whose mission is to support franchisors and franchisees in their development, these three presentations will aim to...**guide project leaders in the development of their business.**

A program dedicated to Master Franchising will also be broadcast on Tous Entrepreneurs TV on Saturday, March 14th at 1:50 PM: "LSA TV debates: Dare to venture internationally and give yourself every chance of success?"

This special program will offer a concrete and operational analysis of the keys to international success: strategic preparation, concept adaptation, partnership management, country selection, feedback from experience... Florence Bray, presenter and journalist for LSA, will give the floor to leaders and experts who have experienced this expansion from the inside, sharing their advice, best practices and "lessons learned".

Franchise Invest Club, THE event to accelerate your growth!



In partnership with



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- 40 French and international brands
- 100 guests, multi-master franchisees from France and abroad
- 3 days of qualified appointments
- 1 program of public speaking engagements
- 1 networking dinner



TESTIMONY OF A COUPLE WHO SUCCEEDED THANKS TO MULTI-FRANCHISING

Aurélie Nicaise and Loïc Thievon: the story of a couple of multi-franchise owners who have achieved great success.

In just seven years, Aurélie Nicaise and Loïc Thievon have built a veritable empire in the Auvergne-Rhône-Alpes (France). Starting with their first Adopt store, opened by Aurélie while Loïc was still running his construction company, the couple has transformed their initial success into a controlled and ambitious expansion. Today, they jointly manage a network of seven stores spread across the region. **4 Adopt stores, 2 Comptoir de Mathilde stores and 1 Balaboosté store** – employing nearly forty people.

Their success rests on perfect complementarity: Loïc manages HR and construction, while Aurélie focuses on in-store operations. But beyond this efficient structure, it's their philosophy that makes the difference: people remain at the heart of their business. This gradual growth has been built on long-term partnerships: Adopt's initial support for opening their first stores, followed by increasing autonomy; the decision to diversify with Le Comptoir de Mathilde, the result of a strong connection with CEO Philippe Kratz; and Progressium's assistance with their real estate negotiations. The couple is now entering a stabilization phase after demonstrating that working together can be a powerful accelerator of success.

Drawing on this inspiring journey, they will share their experience at the conference. **"From a single point of sale to an entrepreneurial empire: the role of multi- and multi-franchising"**, (Saturday, March 14th at 1:50 PM on Workshop 1)

A unique opportunity to benefit from their advice on the challenges and advantages of working as a couple in entrepreneurship.

Franchise Expo Paris in figures



3
days of events



More than
32,000
visitors expected



550
exhibitors expected



Including
+470
brands



Nearly
100
expert exhibitors to help you grow your business



90
business sectors represented



25
nationalities represented



150
conferences, workshops and pitches

**TO ATTEND
FRANCHISE EXPO PARIS:
I GET ACCREDITED**



A trade fair of the French Franchise Federation



About the French Franchise Federation

A major player in the dynamism of the French economy, the French Franchise Federation is the federation professional of franchisors and their franchisees since 1971. It represents the model of the franchise, a entrepreneurial model based on the transfer of know-how and value sharing. Its role is to promote, defend and perpetuate the franchise model, but also to federate its ecosystem and create the tools and the environment conducive to development and the performance of franchise networks. The Federation Française de la Franchise created the Salon in 1981 Franchise Expo Paris, which has since become a meeting place major international annual franchise. In 2024, the franchise represents in France 2,089 networks, 90,588 franchised points of sale, for 88.64 billion euros turnover. In 2009, the FFF created the Academy of franchise, the leading training organization for the professions of the franchise, whose offer is dedicated to future franchisees, but also to future and current franchisors.

Find out more: www.franchise-fff.com

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About tousentrepreneurs.com

This media dedicated to entrepreneurship and franchising was designed to allow entrepreneurs and for candidates for business creation to find all the useful information for construction and development of their project throughout the year. They will find testimonials, practical advice, expert advice and all the useful information on starting a business. This media platform, backed by at the Franchise Expo Paris trade fair, also gives a large place to franchise entrepreneurship and its advantages.

Find out more: www.tousentrepreneurs.com

LE SERVICE DE PRESSE FRANCHISE EXPO PARIS

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