



Franchise Expo Paris 2026: an enhanced program to support the entrepreneurs of tomorrow

Franchise Expo Paris has established itself as the leading international franchise event. For its 44th edition, from March 14th to 16th, 2026, the event, organized by Infopro Digital for the French Franchise Federation, is gaining momentum with a revamped program designed to meet the ambitions of all aspiring franchisees. Building on the success of its 2025 edition, which brought together over 32,200 participants, nearly 500 brands, and around 100 partners, the show confirms its role as a catalyst for network-based entrepreneurship.

A PATH TO GO FROM THE DESIRE TO START A BUSINESS TO FRANCHISING

Expert conferences and field workshops: the trade show focuses on providing practical support to entrepreneurs. The program includes a series of sessions led by seasoned professionals, covering all key stages of development, from the initial concept to network deployment.

From the outset, **sector-specific workshops** help visitors identify promising sectors and potential playing fields:

- Snacking market: which segments should be prioritized to become a franchisee? Hospitality, Catering & Food Pitch, Saturday, March 14 at 4 p.m.;
- Business services: an atypical and little-known market, yet with great business opportunities to seize! Pitch Business and Personal Services, Sunday, March 15 at 2:10 p.m.;
- Revitalizing the city centre: could franchising be the key to recovery? Pitch Cities & Territories, Sunday, March 15 at 3 p.m.;

The program then continues with **highly practical workshops** to structure the project and prepare for taking action:

- The franchise candidate's journey: key steps before launching! Workshop 2, Monday, March 16 at 2:15 pm
- Pitch your banker! Defend your entrepreneurial project to secure your funding! Workshop 1, Saturday, March 14 at 4:50 pm + Workshop 2, Sunday, March 15 at 4:10 pm, to understand funders' expectations and refine your presentation
- LSA TV debates: Dare to venture internationally and give yourself every chance of success? Tous Entrepreneurs TV, Saturday, March 14 at 11:30 a.m., for those who dream of accelerating their adventure.

Finally, formats for **direct encounters** complement this process:

- Former employees, they chose franchising to retrain! Come and talk with these franchisees! Meet & Speak, Saturday March 14 at 11:30 am, to compare your project with the experience of those who have already taken the plunge;
- **Individual presentations by brands**, such as Attila - Retail Pitch, Saturday, March 14 at 11:00 a.m., Brioche Dorée - Fast Food Pitch, Saturday, March 14 at 11:00 a.m. & 2:30 p.m., Sunday, March 15 at 11:30 a.m., Diagamter - Retail Pitch, Saturday, March 14 at 11:30 a.m. or Netto - Hospitality, Catering & Food Pitch, Saturday, March 14 at 12:00 p.m., who come to present their concept, their positioning and the profiles of franchisees sought.

Some of these sessions also take place on the Tous Entrepreneurs TV set, where debates and live broadcasts are hosted by partner media outlets.

From inspiration to action: the trade show structures a coherent path, ranging from exploring sector opportunities to strategic exchanges with key players in franchising and financing. A progression designed to **transform ideas into fully realized projects**



And how to go further as a franchisee or franchisor?

A series of conferences dedicated **to Multi, Pluri and Master franchisees** as part of the **Franchise Invest Club** program! Several conferences are offered to entrepreneurs looking for new businesses and diversification of their portfolio:

- From a single point of sale to an entrepreneurial empire: the role of multi- and pluri-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.

Led by our partner, these three presentations **will aim to guide project leaders in the development of their business.**

A program dedicated to Master Franchising will also be held on the Tous Entrepreneurs TV set on Saturday, March 14 at 1:50 p.m.: Master franchise: diversify, scale, master (program in English with French translation).

Franchise Invest Club, THE event to accelerate your growth!



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

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

- Star Franchise Tour: The track dedicated to young franchisors!** Organised in partnership with Franchise Management, it includes a morning of round tables with experts and established franchisors and a guided tour of the show to meet those able to support the creation of a franchise network.



INSPIRING PATHWAYS TO ENVISION A CAREER IN ENTREPRENEURSHIP

Inspiring testimonials, enlightening journeys. Beyond its educational approach, the event welcomes **seasoned entrepreneurs** who share their unfiltered vision of launching and sustaining a business. Authentic stories **to inspire** and **guide future entrepreneurs**.

Mohamed Cheikh's journey from Top Chef to franchisor



Winner of Top Chef season 12 in 2021, Mohamed Cheikh has an impressive entrepreneurial background. In 2024, the 33-year-old chef opened Meïda, his first restaurant. He recently partnered with Groupe Bertrand to develop two new restaurant concepts: Chick&Chill, a fast-food concept focused on fried chicken, launched in early 2025, and most recently, Meatpack Steakhouse, a concept centered around grilled meats. During his presentation, he will discuss his career path and the importance of having a strong support network to successfully complete his projects.

> Agora, Saturday, March 14 at 12:15 PM

The experience of Corinne Duplat, head of Les Menus Services



After ten years as an employee at L'Oréal, Corinne Duplat launched her own business without any specific training, when the personal services sector was still in its infancy. Today, she manages Les Menus Services, a network of over 130 agencies in France. During her presentation, she will discuss her entrepreneurial journey, the challenges she faced in developing her project, and offer advice to aspiring entrepreneurs.

> Agora, Saturday, March 14th at 4:00 PM

Jean-Pierre Nadir's investor's perspective



Entrepreneur and business angel Jean-Pierre Nadir is best known to the general public for his participation in the television show «Qui veut être mon associé?» (Who Wants to Be My Partner?). The builder of a veritable empire, Jean-Pierre Nadir began his entrepreneurial journey at the age of 17. After several projects in the restaurant and delivery sectors, he moved into the press before founding EasyVoyage and then Fairmoove, an online travel booking platform. During his presentation, he will reflect on his various experiences and share his advice on combining entrepreneurship and success.

> Agora, Sunday, March 15th at 12:00 PM

The journey of Carole and Pierre Stupfel, from franchisees to franchisors



Carole and Pierre Stupfel began their entrepreneurial journey as a couple, initially as tenant managers before taking the plunge into the French Coffee Shop franchise in 2015. After five years of experience, they joined the Del Arte brand to familiarize themselves with the established network. In 2019, upon learning that the franchisors wished to sell French Coffee Shop, they didn't hesitate to sell their businesses to position themselves for the opportunity. They then acquired a network of around fifty outlets, which they have been gradually expanding, adding about ten more locations in two years. Their philosophy? To prioritize performance over breakneck growth. During their presentation, they will share the key stages of their journey, their transition from franchisee to franchisor, and offer advice to future entrepreneurs.

> Agora, Sunday, March 15 at 3:15 p.m.



The vision of Thierry Cotillard, President of the Les Mousquetaires Group



The exceptional career path of Thierry Cotillard, from salaried executive to entrepreneur and member of a retail chain, who then became president of Groupement Mousquetaires, one of the most powerful independent retail groups in Europe. This exclusive conference will offer insights into the experience of a member entrepreneur and the key success factors of the Mousquetaires model. Topics covered will include: the method for transforming ambition into commercial success, the vision of franchising in the face of new consumer challenges, and advice for successfully taking the leap into independence!

> Agora, Monday, March 16 at 12:15 PM

REWARDING THE MOST PROMISING NETWORKS AND INITIATIVES



The Franchise Revelations

Organized by the French Franchise Federation (FFF), the Les Révélations de la Franchise® competition aims to discover and support emerging franchise networks. Each year, the FFF, in partnership with several major players (Franchise Magazine, Société Générale, Infopro Digital, etc.), selects and rewards promising distribution or service concepts with strong franchise development potential.

> Evening of Saturday, March 14



The Franchise Ribbons

Since 1987, the Franchise Ribbons have honored franchisees, franchisors, and partners who have made a significant contribution to franchising in France and internationally.

Winners are distinguished by three levels: Silver Ribbon, Gold Ribbon, and Grand Gold Ribbon. Since 2023, the Franchise Innovation Trophy has also recognized networks that have demonstrated innovation in key areas such as marketing, management, and digitalization.

> Evening of Saturday, March 14

Franchise Expo Paris in figures



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

Organized by



About Infopro Digital

Infopro Digital is a B2B group specializing in information and technologies. The Group is present in 20 countries and employs more than 4,000 people. Its solutions innovative solutions aimed at professional communities of 5 key universes of the economy: construction & sector public, automotive, risks & insurance, industry and distribution. Thanks to the Group's sector expertise, Infopro Digital covers all the needs of professionals. Its solutions allow decision-makers to make informed decisions and for businesses to sustainably develop their commercial activity and their performance.

Find out more: www.infopro-digital.com



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

THE FRANCHISE EXPO PARIS PRESS SERVICE

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