



Franchise Expo Paris, the international hub of franchising

A must-attend event for project leaders, aspiring entrepreneurs, and investors, Franchise Expo Paris returns for its 44th edition. The result of a collaboration between Infopro Digital, the organizer, and the French Franchise Federation, the show's owner, Franchise Expo Paris offers a complete immersion into the world of franchise entrepreneurship.



WHAT IS FRANCHISE EXPO PARIS?

Founded in 1982, Franchise Expo Paris has established itself over the years as a key event for franchising on the French and international stage. Designed as an entrepreneur's toolbox, the show aims to connect project leaders seeking new challenges with expanding brands, in order to build joint ventures. Attendees will find the entire business creation ecosystem and can benefit from the experience and advice of franchisees and franchisors from over 500 brands, notably through the numerous conferences and roundtables organized.

FRANCHISE EXPO PARIS, WHO IS IT FOR?

The event is aimed at all people with an entrepreneurial project, those who dream of starting their own business, regardless of their profile and the stage of their thinking.

- Traders, whether independent or already part of a network, who are considering taking over a franchise as an option to develop their business;
- Company employees, those undergoing career changes, or students who wish to embark on entrepreneurship and are looking for a concept that suits them;
- Franchise entrepreneurs seeking expert advice to finalize their application;
- Franchisees who wish to develop their business by becoming multi- or multi-franchisees;
- Future franchisors who wish to validate their concept, better understand the model, understand how to duplicate it and meet experts to support them;
- Multi-, Pluri- and master franchisees looking for the right brand to establish and develop their business in their geographical area, French or international.



Without franchisees, the show wouldn't exist. Therefore, Franchise Expo Paris also caters to all franchise networks, both in France and internationally. Every year, exhibitors from **90 business sectors** gather at the show to recruit, plan territorial expansion, and meet with experts.

- Car/Cycle/Motorcycle
- Building and Housing
- Beauty/Health/Fitness
- Food trade
- Specialty trade
- Personal decoration and equipment
- Food distribution
- Hospitality/Catering
- Real estate
- Personal fashion and equipment
- Business services
- Services for individuals

Franchise Expo Paris also includes around a hundred partners involved in business creation: legal and business creation experts, financial institutions, research firms, Chambers of Commerce and Industry (CCI), and local authorities...

FRANCHISE EXPO PARIS, WHAT CAN YOU FIND THERE?

Distinct spaces and environments streamline the visitor experience, guide candidates in their search, and highlight the diversity of the fair's offerings.

Visitors can thus meet the 600 exhibitors and also find out more in the various activity areas:

- **The agora:** the main conference space, dedicated to business creation and testimonials from leading figures in entrepreneurship.
- **Workshop areas:** workshops and expert advice to help you choose the right brand, develop your business and build your project.
- **Pitch areas:** areas located at the heart of the sectors to learn more about certain brands and the trends in different sectors.



Tous entrepreneurs TV: live shows hosted by specialists, on current topics related to entrepreneurship and franchising.



The Meet & Speak space: a one-to-one meeting space connecting experienced franchisees with prospective franchisees. This exchange of experiences allows franchise candidates to learn more about the journeys, aspirations, challenges, and successes of entrepreneurs who have successfully transitioned to franchising.



WHAT'S HAPPENING AT FRANCHISE EXPO PARIS?

A multitude of highlights not to be missed:

SATURDAY, MARCH 14

THE PRESENTATION OF THE REVELATION AWARD FRANCHISE

The French Franchise Federation and its partners reward the 2026 winners "Franchise Revelations®", a competition that is aimed at young networks that have developed a A concept that is as innovative as it is promising.

SATURDAY, MARCH 14TH, FROM 12:15 PM TO 1:15 PM

STATEMENT BY MOHAMED CHEIKH, CHEF

Winner of season 12 of Top Chef in 2021, Mohamed Cheikh has an exceptional entrepreneurial background even. In 2024, the 33-year-old chef opened Meïda, his first restaurant. Recently, he partnered with Groupe Bertrand to develop two new Restaurant concepts: early 2025, Chick&Chill, fast food concept focused on fried chicken, and most recently Meatpack Steakhouse, a concept around the grill. During his intervention, he will return on his journey and the importance of having a good support network to successfully complete his projects.



SATURDAY, MARCH 14TH, FROM 4:00 PM TO 5:00 PM

STATEMENT BY CORINNE DUPLAT, DIRECTOR GENERAL INFORMATION OF THE LES MENUS SERVICES BRAND

From employee to entrepreneur, it's just a small step! After ten years at L'Oréal, Corinne Duplat embarked on... Entrepreneurship... without specific knowledge, in the still nascent world of services to the no one. Today, she runs Les Menus Services, a network of over 130 agencies in France. During his presentation at Franchise Expo Paris, on Saturday the 14th In March, from 4:00 PM to 5:00 PM, she will discuss her career. entrepreneurial, the difficulties she may have encountered to develop his project and his advice to future Entrepreneurs.

SATURDAY, MARCH 14

THE PRESENTATION OF THE FRANCHISE RIBBONS

The Franchise Ribbons are awarded to the franchisors, franchisees or franchise partners having distinguished themselves for their involvement in support of development, promotion or enhancement of the franchise in France and internationally.

SUNDAY, MARCH 15TH, FROM 12:00 PM TO 1:00 PM

INTERVENTION BY JEAN-PIERRE NADIR, SERIAL ENTREPRENEUR, FOUNDER OF FAIRMOOVE AND JUROR OF WHO WANTS TO BE MY PARTNER?

Starting from scratch and building an entrepreneurial empire. It is the inspiring evolution of Jean-Pierre Nadir that has started in entrepreneurship at the age of 17. After several projects in the restaurant and delivery sector, he worked in journalism before founding EasyVoyage and then Fairmoove, a travel booking platform in online. Today he is a business angel and investor recognized, notably through his participation in the show Who wants to be my partner? for several seasons. During his speech, he will revisit his various successful experiences and will deliver his advice for combining entrepreneurship and success.





SUNDAY, MARCH 15TH, FROM 3:15 PM TO 4:15 PM

STATEMENT BY CAROLE AND PIERRE STUPFEL, NEW OWNERS OF THE FRENCH COFFEE SHOP BRAND

Carole and Pierre Stupfel began their adventure entrepreneurial as a couple, initially as tenants managers before taking the plunge into French franchising Coffee shop in 2015. After five years of experience, They join the Del Arte brand to take over the codes of a well-established network. In 2019, a An opportunity arises: learning that franchisors If they wish to sell the network, they do not hesitate to resell it. They leverage their business assets to position themselves, then take over a network of about fifty points sales that they are gradually developing, adding about ten additional establishments in two years. Their philosophy? To prioritize performance over rampant growth. During their intervention, this couple entrepreneurs will share the key steps of their their journey, their transition from franchisee status to that franchisor, and will provide advice to future project leaders.



MONDAY, MARCH 16

START FRANCHISE TOUR

The event dedicated to the franchisor journey. This event offers a morning of roundtable discussions. led by experts, as well as testimonials from experienced franchisors, offering a suitable environment to the exchange of ideas.



Franchise Expo Paris in figures



3

days of events



More than

30,000

visitors expected



600

exhibitors expected



Including

500

brands



Nearly

100

expert exhibitors to help you grow your business



90

business sectors represented



25

nationalities represented



150

conferences, workshops and pitches

More information at franchiseparis.com

Accreditations for the 44th edition are now opens!



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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