october 2026

Franchise Expo Paris 2027: STARTING or ACQUIRING a business, two paths to entrepreneurship through franchising

from 13 to 15 March 2027, Franchise Expo Paris returns for its 45th edition, focused on business creation and business acquisition. With a new central theme and a new layout across Halls 6 & 4, the event continues its transformation to open up even more opportunities for entrepreneurs.

WHAT IF ENTREPRENEURSHIP DIDN'T NECESSARILY MEAN STARTING FROM SCRATCH?

From **Saturday 13 to Monday 15 March 2027**, Franchise Expo Paris will bring together franchise brands, entrepreneurs, experts, financing institutions, commercial real estate professionals, cities and regions, and entrepreneurship partners at Paris Expo Porte de Versailles.

After welcoming nearly **32,000 participants and more than 550 exhibitors in 2026**, the event, owned by the French Franchise Federation (FFF) and organized by Infopro Digital, returns with a clear ambition: to showcase the many different routes to becoming an entrepreneur through franchising.

IN 2027, FRANCHISE EXPO PARIS EMBRACES BOTH BUSINESS CREATION AND BUSINESS ACQUISITION

Starting a business remains at the heart of the event's DNA. However, another entrepreneurial pathway deserves greater visibility today: **acquiring an existing business.**

Taking over a franchised outlet, succeeding an existing franchisee, or joining a network through an established operation are all opportunities that will receive greater prominence during the 2027 edition.

Business acquisition will therefore serve as one of the key themes of this 45th edition, through opportunities presented by exhibiting brands, entrepreneur testimonials, conference sessions, and expert insights throughout the three-day event. Today, 65% of franchisors encounter difficulties in transferring certain outlets. Supporting franchise networks and franchisees in addressing these challenges will be a major priority for the Federation during this edition.

> *“Franchising offers several paths to becoming an entrepreneur. By giving greater visibility to business acquisition alongside business creation, we aim to raise awareness of all the opportunities offered by our model and enable new profiles of entrepreneurs to envision themselves in franchising.”* **Véronique Discours-Buhot, General Delegate of the French Franchise Federation.**

TWO HALLS TO EXPLORE THE SHOW MORE EASILY

Another major new feature for 2027: Franchise Expo Paris will occupy **Halls 6 and 4 of Paris Expo Porte de Versailles**, with a layout designed to make the different sectors and areas easy to identify.

Hall 6 will host franchise brands from:

- Automotive, Cycling & Motorcycles
- Construction & Home Improvement
- Beauty, Health & Fitness
- Specialized Retail
- Home Decoration & Furnishings
- Real Estate
- Fashion & Personal Equipment
- Business and Consumer Services

Hall 6 will also feature entrepreneurship partners and support organizations.

Hall 4 will host:

- Food Retail & Distribution
- Hospitality
- Full-Service Restaurants
- Quick-Service Restaurants
- International Pavilions
- Franchise Experts
- Financing and Insurance Organizations
- Commercial Real Estate Professionals
- Cities and Regional Development Bodies

This new configuration, with entry through Hall 6 and exit through Hall 4, will allow visitors to quickly identify the show's major sectors while encouraging connections between franchise brands and the wider franchising ecosystem.

«This 45th edition should inspire entrepreneurship, but above all enable people to take action. Our role is to bring together, over three days and in one place, the concepts, expertise and connections capable of advancing a business project. The new layout will allow us to deliver a clearer visitor experience and better support every visitor profile.»

Sylvie Gaudy, Director of Franchise Expo Paris.

THE EVENT FOR THOSE WHO WANT TO GROW, INVEST AND SUCCEED

Career changers, independent retailers, young entrepreneurs, franchise candidates, franchisees looking to open additional outlets, investors and future franchisors: Franchise Expo Paris enables everyone to meet key market players directly and explore the many ways to start, grow and develop a business within a network.

Over three days, visitors will discover concepts from a wide range of industries, **meet business leaders, challenge their ideas and benefit from a comprehensive programme built around four complementary spaces.**

Agora
The show's main conference stage, dedicated to business creation, business acquisition and inspiring entrepreneurial success stories. Sessions are designed for all audiences, including young entrepreneurs, women entrepreneurs, acquisition candidates and senior professionals.

Workshop Areas
A more intimate setting featuring practical workshops led by members of the FFF Expert College and industry specialists. Participants can learn how to choose the right franchise brand, structure and finance a project, develop a business or assess whether a concept is suitable for franchising.

Pitch Areas
Located at the heart of each sector, these presentation spaces offer insights into specific brands and highlight key market trends.

Tous Entrepreneurs TV
A live broadcasting platform featuring experts discussing the latest entrepreneurship and franchise-related topics. This dynamic and accessible content will remain available for viewing after the event.

FRANCHISE INVEST CLUB: CONNECTING INVESTORS AND ACCELERATING FRANCHISE GROWTH

Alongside Franchise Expo Paris, the **Franchise Invest Club** brings together the French and international community of **multi-unit franchisees, multi-brand franchisees, master franchisees, investors and franchise development professionals.**

Designed as an exclusive networking and business platform, the event creates valuable connections between entrepreneurs looking for new growth opportunities and franchise brands seeking to accelerate their development in France and internationally.

PROGRAMME HIGHLIGHT

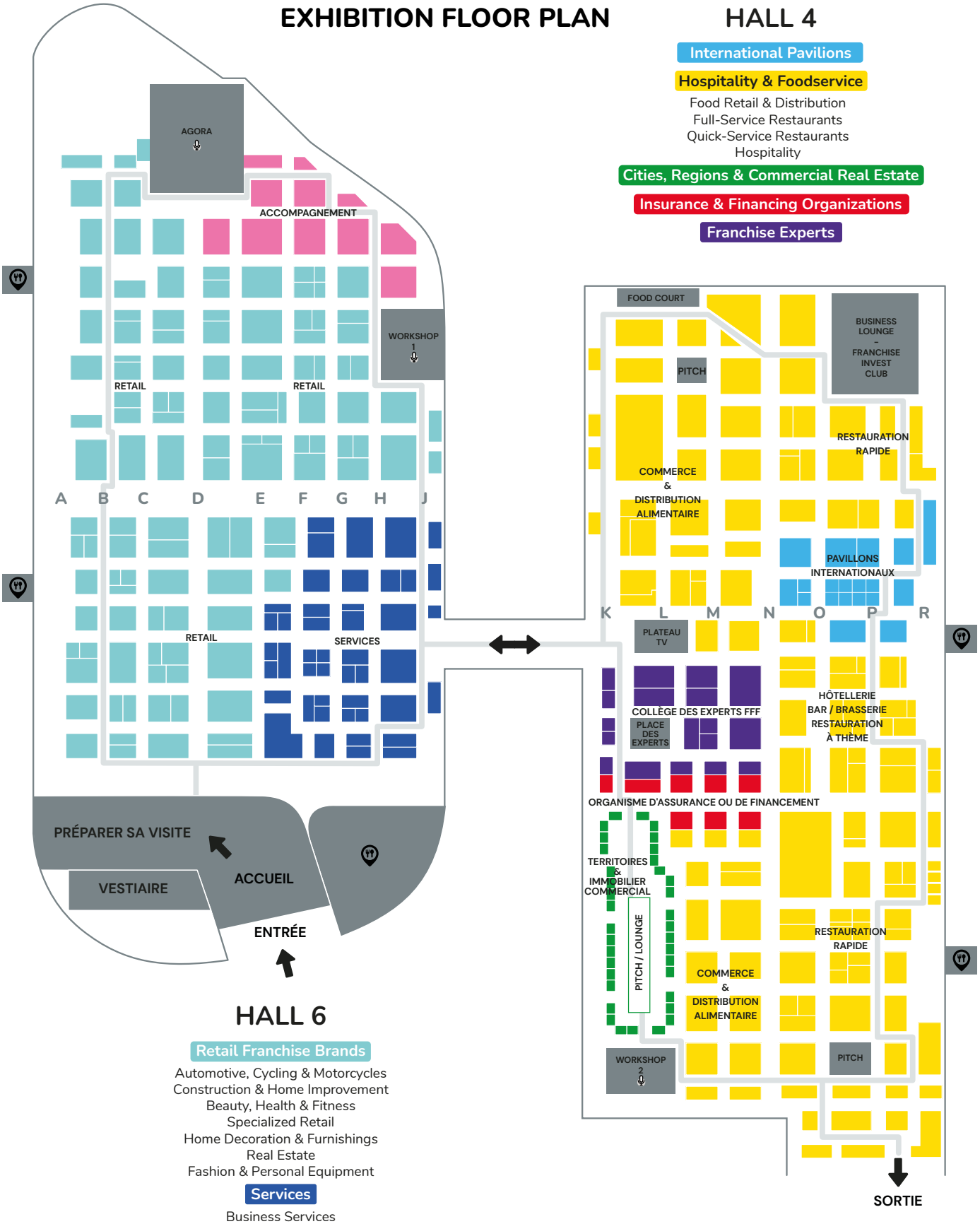
- Qualified meetings between investors and franchise networks
- Experience sharing among multi-unit and master franchisees
- Insights into industry trends and innovations
- Discussions on franchise development best practices
- Partnership and expansion opportunities

Unique in its kind, Franchise Invest Club is the only event bringing together the French and international community of franchise investors and business development professionals in one place.

It is a must-attend event for anyone looking to identify new growth opportunities, expand their portfolio of franchise brands, or accelerate their expansion strategy within franchise networks.

The conference programme, first exhibitors and additional innovations for the 2027 edition will be unveiled in the coming months.

EXHIBITION FLOOR PLAN



HALL 4

International Pavilions

Hospitality & Foodservice
Food Retail & Distribution
Full-Service Restaurants
Quick-Service Restaurants
Hospitality

Cities, Regions & Commercial Real Estate

Insurance & Financing Organizations

Franchise Experts

HALL 6

Retail Franchise Brands
Automotive, Cycling & Motorcycles
Construction & Home Improvement
Beauty, Health & Fitness
Specialized Retail
Home Decoration & Furnishings
Real Estate
Fashion & Personal Equipment

Services
Business Services
Personal Services

Partners
Media
Entrepreneur Support Organizations

Plan non-contractuel

Franchise Expo Paris in figures

3 days of events

More than **32,000** visitors expected

550 exhibitors expected

including **+470** brands

Près de **100** expert exhibitors to help you grow your business

90 business sectors represented

25 nationalities represented

150 conferences, workshops and pitchs

Franchise Expo Paris 2027
Du 13 au 15 mars 2027
Paris Expo Porte de Versailles – pavillons 6 et 4
Toutes les informations sur : www.franchiseparis.com/fr/

A trade fair of the French Franchise Federation

Fédération Française Franchise

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

infoprodigital

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

tous entrepreneurs

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
Media Contacts
Thibaut Salves, Peter Even
teamRPfranchise@monet-rp.com – 07 82 46 14 46