



fff Fédération Française Franchise

THE INTERNATIONAL EXHIBITION OF CREATION AND
TAKEOVER FRANCHISED BUSINESS AND ORGANIZED TRADE

The Leading Global Event for FRANCHISE & RETAIL EXPANSION

PARIS, MARCH 13-15, 2027

Halls 6 & 4 • Paris Expo Porte de Versailles

New Pavilions



Franchise Expo Paris

One event. One ecosystem. Unlimited growth opportunities.

As an Exhibitor

The fastest route to qualified franchise development across France, Europe and international markets.

- Recruit qualified franchisees and/or master franchisees
- Expand into France, Europe and beyond
- Build brand awareness and industry credibility
- Generate high-quality business leads



- Join a global community of franchise professionals
- Gain first-hand insights into the French and European franchise markets
- Benchmark international concepts and emerging trends.
- Build strategic partnerships in just three days

As a Visitor

The leading destination to discover, compare and invest in the best franchise opportunities.

- Discover hundreds of franchise concepts across multiple sectors in one place
- Meet franchisors looking for international partners and master franchisees.
- Access expert advice on legal, finance and market entry
- Compare investment opportunities in one place

Franchise Expo Paris

2026 Key Figures



3 DAYS

SATURDAY • SUNDAY • MONDAY

30.000+ sqm

31.900+
PARTICIPANTS

1.600+
INTERNATIONAL PARTICIPANTS

FROM
77 COUNTRIES

90
BUSINESS
SECTORS

550
EXHIBITORS

465 FRENCH &
INTERNATIONAL
FRANCHISE
BRANDS

71
INTERNATIONAL
EXHIBITORS

90+ YOUNG
NETWORKS

171 SPEECHES
CONFERENCES, WORKSHOPS, PITCHS

6.900+
AUDITORS

1 PROGRAM FRANCHISE INVEST CLUB
DEDICATED TO **BUSINESS DEVELOPMENT**
WITH FRENCH AND INTERNATIONAL MASTER-,
MULTI-UNIT FRANCHISEES

The entire franchise ecosystem gathered in one place

For 3 days, Franchise Expo Paris concentrates the entire value chain of franchising and organized trade.

An exceptional opportunity for the entire franchise community to maintain and develop its network, meet its partners, exchange with peers, take a step back and strengthen its sense of belonging to this ecosystem.

-  **Visitors**
-  **Exhibitors: franchise brands**
-  **Exhibitors: suppliers experts, banks, French Franchising Federation, accompagnement, local authorities, media...**



Why International Brands Choose Franchise Expo Paris

01

Meet qualified master franchise candidates

02

Identify multi-unit franchise partners

03

Accelerate your entry into France and Europe

04

Meet investors actively looking for new brands

05

Generate development opportunities in just 3 days

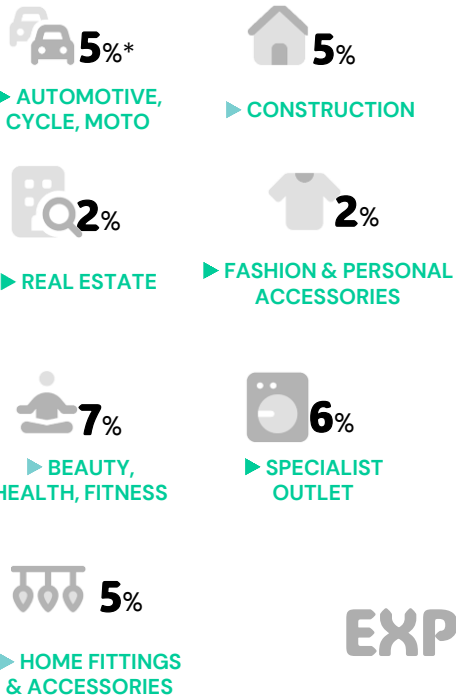
06

Raise awareness of your brand among the franchise ecosystem

Franchise Expo Paris is the show that presents the greatest sectoral diversity

📌 The fair brings together all the key stakeholders that are essential to the success of a franchise business project

RETAIL



SERVICES



F&B



EXPERTS & BUSINESS SUPPORT



* Share of the industry among 2026 exhibitors

Candidates who are more qualified than your usual leads

31 937

PARTICIPANTS

39,6 YEARS

IN AVERAGE

33%

WOMEN

Geographical origins

78

visiting countries

1,600+

international visitors

9+

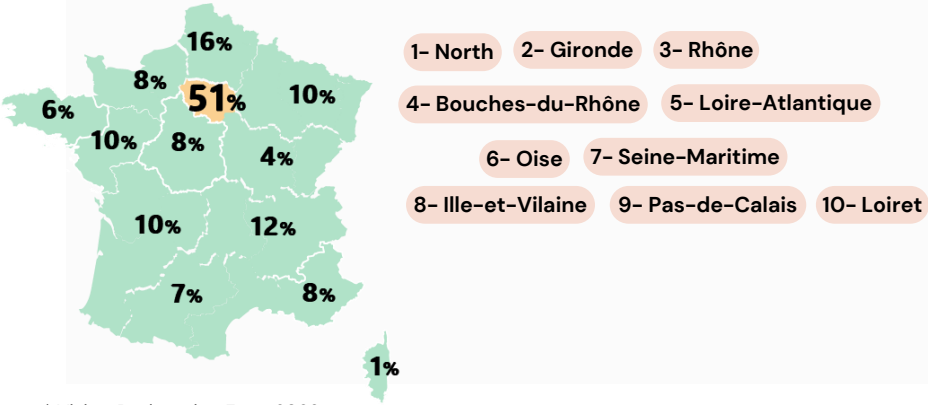
international franchise federations and associations

Top 10 international visitors*

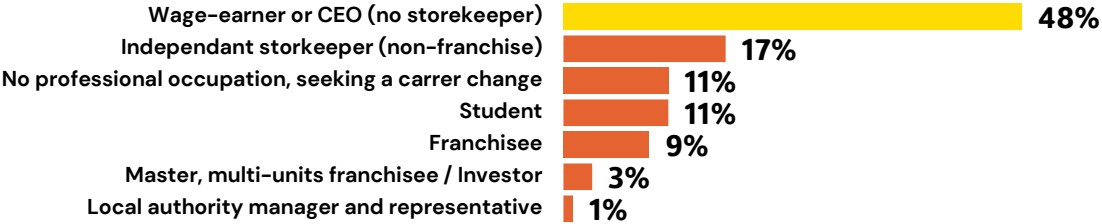
Belgium Italy Switzerland Morocco Luxembourg

Portugal Tunisia Germany United Kingdom Spain

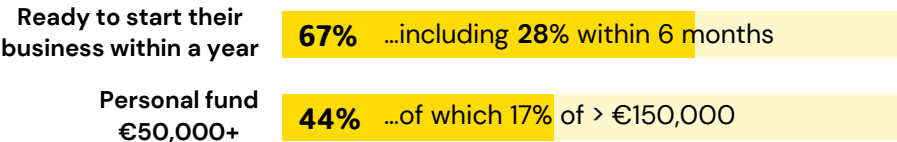
Top 10 from French visitors (excluding Paris)*



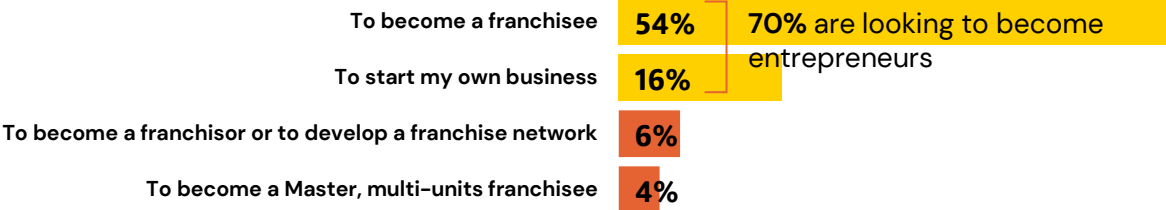
Activity



Project

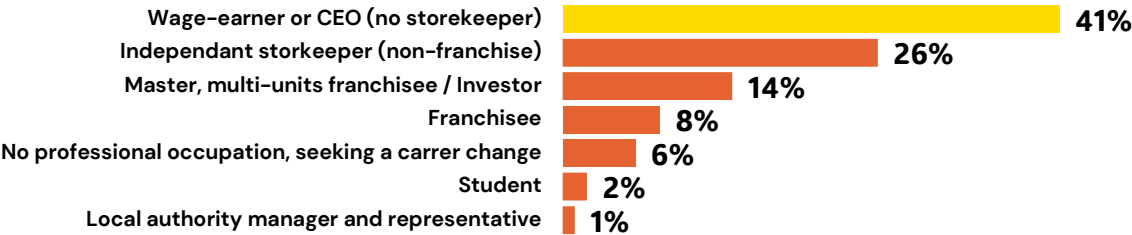


Objective

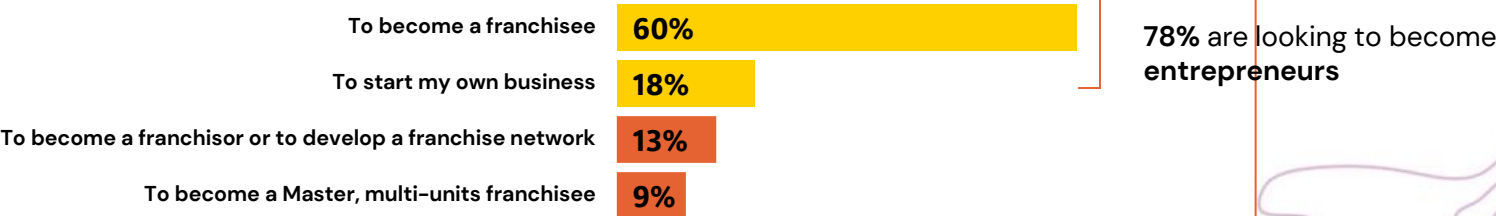


International visitors

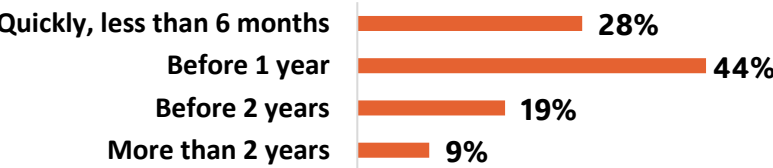
International visitors activities



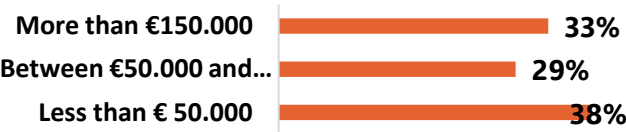
International visitors objectives



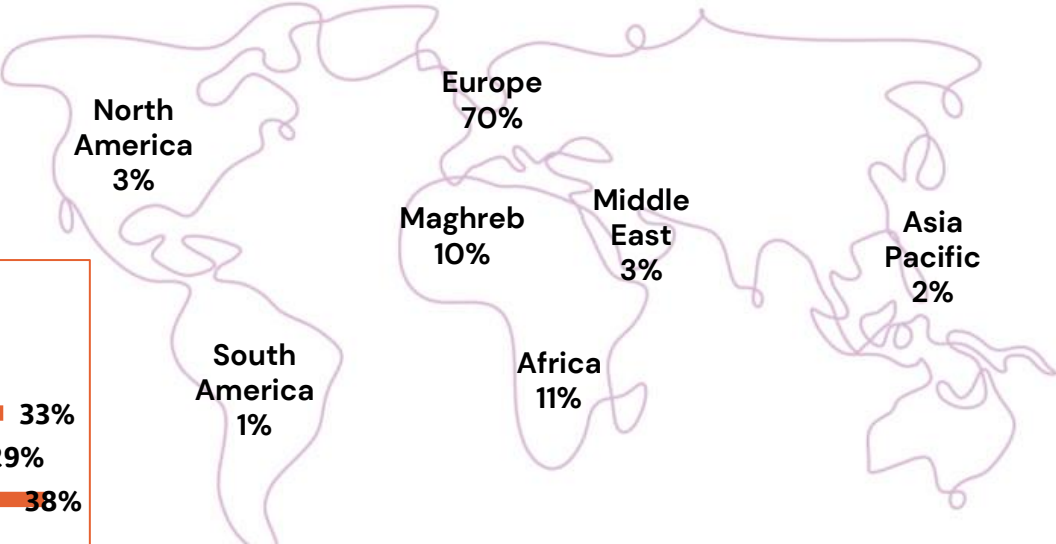
Project lead time of international visitors



International visitors personal contribution



EUROPE



Some International brands that trust Franchise Expo Paris



Some National Pavilions exhibiting at Franchise Expo Paris



Around 80 international exhibitors each year

A tailor-made program dedicated to the community of master and multi-unit franchisees



Expanding horizons for franchise builders

In partnership with PROGRESSIUM
La franchise avance

The first edition of **Franchise INVEST CLUB** took place in the heart of Franchise Expo Paris.

Dedicated to business development, this event brought together a community of international experts: franchise investors (master, and multi-unit franchisees) and brands looking to expand their presence, both in France and abroad.

✦ A unique program to create strategic partnerships and accelerate the development of networks in France and internationally



1
PROGRAMME OF ORGANISED
BUSINESS MEETINGS
DURING THE EXPO

100
MEMBERS
FRENCH AND INTERNATIONAL
**MASTERS AND MULTI-UNIT
FRANCHISEES**

1
NETWORKING
DINNER THE DAY BEFORE THE
EXPO

15
FRENCH AND INTERNATIONAL
BRANDS

4
**CONFERENCES ON MASTER
AND MULTI-UNIT FRANCHISE**
DURING THE EXPO

Themes:

- Master franchise: diversify, scale, master
- From a single point of sale to an entrepreneurial empire: the role of multi- and multi-franchise operations
- When is the right time to take the plunge and become a multi- or multi-franchisee?
- Multi-unit vs. New Franchise: The Match of Profiles for Successful Expansion

France: a market that drives growth

A strategic gateway to European expansion



EUROPE'S

#1

FRANCHISE
MARKET



↑ 4,9%
compared to 2024

€93B+

TOTAL FRANCHISE REVENUE



2,000+

FRANCHISE NETWORKS



93,000+

FRANCHISED OUTLETS



1M+

JOBS GENERATED

*Source: 2025 survey of the French Franchise Federation



SAVE THE DATE

SATURDAY, MARCH 13 – SUNDAY, MARCH 14 – MONDAY, MARCH 15, 2027

Pavilions 6 & 4 – Paris Expo Porte de Versailles

www.franchiseparis.com

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