

Press release:

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## **Self-employment with franchising - a springboard for entrepreneurs Time for change at Franchise Expo Austria**

"One trade fair. Many possibilities." is this year's motto of the organizer Cox Orange for the **Franchise Expo Austria**, FEXA for short and formerly Franchise Messe Österreich. With a breath of fresh air in the event team and a new design for the only franchise trade fair in Austria, preparations are already in full swing. The Austrian Franchise Association (ÖFV) and the Economic Chambers Austria (WKO) and Vienna (WKW) are strong partners who support entrepreneurs who rely on franchising.

*"Time for change - not only for the potential franchise partners to start their new professional chapter, but also for us as organizers. It was very important to us to reflect the **colourful diversity of franchising** not only at the trade fair itself, but also in the logo, name and design of FEXA24," says Luana Köttler, organizer of Franchise Expo Austria.*

### About the **Franchise Expo Austria 2024**:

The leading trade fair for franchise companies and potential franchise partners will take place on **June 21 and 22, 2024** in the **Wiener Stadthalle, Hall E**. Every two years, it offers the opportunity to network with the top players in the franchise industry and acquire **knowledge about franchising**. Lecture and discussion topics at this year's FEXA include among others „My start as a franchise partner“, „Everything that is RIGHT“, „Perfect Match - How to find the right franchise partner“ and many more.

The two **keynote speakers** on the FEXA24 main stage are a premiere this year. With entertainment value and stage power, **Stefan Verra** will talk about "Inspire & convince - The body language of the successful" and **Monika Herbstrith-Lappe** will give a motivational boost on the topic of "Shape YOUR future: Entrepreneurship with confidence!".

The **main partner of FEXA** has been the **Austrian Franchise Association (ÖFV)** from the very beginning: "With a net turnover of almost 12 billion euros, over 90,000 employees and more than 10,000 franchise partners as legally independent entrepreneurs, we are one of the cornerstones of the Austrian economy," emphasizes Karin Kufner-Humer, Secretary General of the ÖFV.  
(Source: Austrian Franchise Association (ÖFV), Economic Report 2023)

This **year's exhibitors** include a **diverse mix of industries**, including Unimarkt, Soluto, McDonald's, Anker, Bodystreet, Syncon International Franchise Consultants, Zumtobel + Kronberger Rechtsanwälte, Mein Bio Markt, Blue Detect, Green & Clean, Sushi Palace, Feuerdorf, VBV Vorsorgekasse, Mrs.Sporty, the Austrian Franchise Association and the Economic Chamber Vienna.

*"Franchise Expo Austria is the ideal platform to find out about the diverse opportunities in franchising and to make important contacts in the industry," says Christian Köttler, organizer of Franchise Expo Austria. "We look forward to welcoming franchisors, franchisees and anyone interested in this **exciting business model** at the Wiener Stadthalle."*

Informations and registration at [www.franchise-expo.at](http://www.franchise-expo.at)



Luana & Christian Köttler – Organizer of Franchise Expo Austria and CEOs of Cox Orange Marketing & PR GmbH  
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Franchising, a way to the boss's chair. (Photocredit: ©Cox Orange/Roland Unger, Print free of charge.)



People are open to innovation and new opportunities, and many want to reorient themselves professionally.  
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