



Vienna, 28th of June, 2022

This was the Franchise Fair Austria 2022

High-potential visitors appreciate the idea of "brand sharing"

Last weekend's Franchise Fair Austria at the Wiener Stadthalle showed that expansion remains an important strategic goal for the industry. Visitors, in turn, showed great interest in the various concepts of established and young brands. The idea of becoming self-employed together under one brand (brand sharing) and being successful together continues to gain momentum.

Manfred Rothdeutsch from McDonald's Austria commented on the trade fair: "The trade fair was a great success for us because we were able to talk to many interested people and have already arranged further meetings with some of them."

Johannes Schauss, franchise representative of the young pizza restaurant system PiPaPo, was also enthusiastic: "We had more conversations than expected!" Julia Kerln from the fashion label Eterna agrees: "We are taken with the openness of the visitors towards young systems too!" Wolfgang Gittmaier, from the Linz-based newcomer gastro brand "Jack the Ripper!", which is not only impressive because of its name, adds: "The trade fair is also great for networking within the franchise scene."

Board member Martin Zagler from the Austrian Franchise Association: "We are happy to be the main partner of the trade fair, because here you can experience the range of the colorful franchise landscape up close." ENI, the leading oil company on the Austrian market, is also looking for partners and was an exhibitor at the trade fair for the first time this year, whose feedback: "We are surprised at how many interesting discussions took place," says Armin Springer.

Organizer Carina Felzmann, CEO of the Cox Orange agency, sums up: "It was a great trade fair, the cooperation within the franchise industry makes everyone stronger! Now it's time to work on the good contacts - the trade fair takes place every two years, we'll be back in June 2024!"

Participants:

McDonald's, Ankerbrot, AIS 24-Stundenbetreuung, Das Futterhaus, Unimarkt, IWG/Regus, Eni, Pearle Optik, Heizungsprofi Ekosen aus Slowenien, Bodyclub24, bixpack, Bodystreet, Sushi Palace, PiPaPo, Damn Plastic, Husse, Storeroom, BistroBox, Lucky Car, Mail Boxes Etc. (MBE), RobShare, TeleCash, Mein Dienstplan, RUFF Indoor Golf, Eterna Mode, The Vending Brothers, Sartorius Werkzeuge – Sara Tools, Jack the Ripper!, Thum Law, W.Meier Küchenservice, Austrian Franchise Association, Economic Chamber Vienna.



What it means to share a brand...

The pandemic in particular has shown that the franchise economy has been able to overcome the crisis better than many lonely fighters. This togetherness in franchising is now also of interest to the younger generation, who are used to "sharing" apartments, cars and grandmothers. The idea of sharing entrepreneurship by becoming self-employed with a group that wants to become successful together with a brand is an obvious one.

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