

FRANCHISE EXPO 20

ONLINE EDITION

NOVEMBER 5-15, 2020

The die is cast: Franchise Expo Germany will be an online edition

Frankfurt/Wirtschaft 20. Juli 2020

The 3rd Franchise Expo (FEX) will take place from 5th to 7th November 2020. Originally, due to the Covid-19 pandemic the organizer switched the concept to a hybrid event which combined planning for a physical and an online show at the same time. However, surveys have shown that the franchise industry prefers a virtual only version of the event this year.

The uncertainties of these past few months and the concern that a second wave of the Covid-19 virus could take place in autumn combined with the above-mentioned preference of the exhibitors has led to the following decision: the organizer MFV Expositions, part of the international Comexposium group, will hold an online only version of the FEX in 2020.

We understand the mood and concerns of the franchise systems," says Tom Portesy, President & CEO of MFV. "We organize expos worldwide and make individual decisions for each country, whether as a physical, online trade show or as a hybrid event based on local needs.

Of course, many systems want to win new partners, but at the same time face unexpected challenges. Our aim is to provide the exhibitors with the best possible support. We have also learned in the past few weeks that some companies have canceled their participation in all physical events this year due to health concerns for their employees. We understand the concern of some of our exhibitors that under these circumstances we cannot offer the same, physical exhibition experience due to the restrictions, or that potential visitors prefer an online option. We would like to thank Messe Frankfurt for being very flexible and cooperative. The physical FEX will therefore take place next year from 4th to 6th November, 2021. "

The online expo is a signal to the franchise industry that MFV remains on hand as a partner even in difficult times and does everything possible to support the systems in their search for franchisees. The online edition was already tested this last June and is now being further expanded based on MFV's experience with virtual shows. Franz-Josef Ebel, the FEX program manager, will continue to be responsible for the conference tracks and ensure the presentation of all facets of franchising. The online expo platform offers exhibitors CI-designed stands, the possibility to provide documents, pictures, films, presentations and a chat tool that can be used to text, make phone calls and make video calls.

Carina Felzmann, Show & Marketing Director: "We know that online expos are the beginning of a new development in B: B communication and are still pioneering achievements. But all users, trade fair organizers, exhibitors and visitors are constantly learning new things. During the lockdown, many franchise systems have discovered the advantages of online communication and how to gain the most. Face to face will of course always be the premium form of communication, but we are now challenged to break new ground in order to prepare ourselves for the future of partner acquisition in franchising! "

Registration and information for exhibitors: Linda Naumann, email: Linda.Naumann@comexposium.com

About MFV Expositions / US

MFV has been organizing the world's leading franchise trade shows for the past 25 years, making it the No. 1 in the international franchise show business. The aim of the trade shows is to provide franchise concepts at all investment levels with qualified visitors who want to start their own business. MFV Expositions is led by its

experienced and inspired CEO, Tom Portesy, and its constantly expanding brand family includes the “International Franchise Expo” in New York, further US franchise expos in Los Angeles, Rosemont, Dallas as well as international trade shows in Mexico, England, Ireland, Japan, Spain and Germany. In 2017, MFV became part of the Comexposium family, a global company with more than 170 B2C and B2B events in 11 different sectors, such as Food, fashion, security, digital, high-tech, optics, agriculture, and transport.
<http://www.mfvexpo.com/>.

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www.franchiseexpofrankfurt.com (changes on July 23, 2020 to www.fex.online)

www.franchise-messe.at

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