

FRANCHISE EXPO18

FRANKFURT

Press release

Review: Franchise Expo 2018

New Franchise Show – An absolute success with visitors from 58 nations coming together in Frankfurt

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For three days the city of Frankfurt became the mecca for franchising. The American company MFV Expositions, in cooperation with the German Franchise Association, put together an impressive marketplace that housed 2500 participants (visitors and exhibitors) for three days. The result: A noticeable boost for new enterprises in Germany.

The new Franchise Expo Frankfurt has shown that the economic relationship between the United States and Germany, besides discussions about trade tariffs, is a special unifying component that contributed to the success of the show last week. A big contributing factor to this achievement was certainly the organizers ability to bring American brands to Germany for the first time as well as his international connections that pulled exhibitors from many other nations interested in the German market as well.

That is why John Fay, Commercial Counselor and Deputy Senior Commercial Officer for FCS Germany, travelled to Frankfurt last week to congratulate MFV Expositions personally at the Expo.

The well attended 40 workshops and seminars as well as the positive feedback from the exhibitors are a good indicator that the next weeks and months will generate a good number of new companies and employment opportunities in the German franchise industry.

www.franchiseexpofrankfurt.com, as well as www.facebook.com/FranchiseExpoFrankfurt.

About the German Franchise Association

The German Franchise Association represents the economic interest of the German franchise industry on a national and international level. The association was founded in 1978 and has its headquarters in the German capitol Berlin. It is a community of quality members that is comprised of franchisors and franchisees alike. As of today, more than 320 members are part of the community. In the year 2017, the 970 active franchisors in Germany, together with 707.000 employees, generated a revenue of 112 billion Euro. More information about the German Franchise Association can be found under www.franchiseverband.com, www.twitter.com/DFVBerlin and www.facebook.com/franchisewirtschaft.

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About the organizer: MFV Expositions/US

MFV has organized the worlds leading franchise expos for more than 25 years and is number one in the international franchise business world. Goal of the expos is to bring together franchise systems on all investment levels with qualified visitors that are ready to become their own boss. The American Tom Portesy from New Jersey is the CEO of MFV. The MFV brand includes the „International Franchise Expo“ in New York, multiple franchise expos across the US – Los Angeles, Rosemont, Dallas – as well as MFV expos in Mexica, Ireland, Japan, Spain, and now Germany. In 2017, the MFV group became part of Comexposium, a global enterprise with more than 170 B2C and B2B events in eleven different sectors such as the food industry, fashion, security, digital, hightech, optics, agriculture, and transportation. <http://www.mfvexpo.com/>.

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