

FRANCHISE EXPO 19

14.-16. NOVEMBER 2019 FRANKFURT
MESSEGELÄNDE FRANKFURT, HALLE 9.0

REVIEW: Franchise Expo19 Frankfurt

The one and only Franchise Expo in Germany – an amazing success with 152 brands and attendees from 54 countries.

Frankfurt/Economy, November 19th, 2019

The fairgrounds Messe Frankfurt were home to the top franchising event in Germany for the second time this year. The organizer of the Franchise Expo19 Frankfurt, US company MFV Expositions in cooperation with the German Franchise Association, offered the 3,000 trade Expo attendees an impressive marketplace with international flair.

The basis for an interesting franchise expo is the economic strength of the local markets - what differentiates the German franchise industry from other economies in Europe?

The German franchise industry has shown a consistent positive growth in recent years and is one of the strongest franchise markets in Europe, alongside the UK and France. What has been noticeable in the last two years, is that Germany is becoming more attractive for companies from abroad and the interest in gaining a foothold here, especially from other European countries but also from the USA, has grown immensely. Just recently, the University of New Hampshire published its newest "International Franchise Attractiveness Index" – with Germany in first place, ahead of Great Britain and Canada. Facts & figures on the franchise landscape in Germany can be found here: <https://www.franchiseverband.com/services-nutzen/studien-und-statistiken/>

An amazing exhibitor lineup

FEX19 featured 152 brands from around the world, including well-known brands and a number of newcomers. Good news for the organizers: the Expo was so well received that bookings for 2020 already begun before the Expo even opened its doors. This year's exhibitor list included the Tank & Rast Gruppe, McDonald's, Rainbow International, Bodystreet, Town & Country, Subway, RE / MAX, Nordsee, Burgerista, Little Kickers, Coffee Fellows, Das Futterhaus, Triumph, Dogstyler, Injoy, and Pradler - to name just a few. A full exhibitor list is available here: www.franchiseexpo19frankfurt.com/aussteller/aktuelle-aussteller

International diversity of exhibitors at the Franchise Expo

The # FEX19 reflects the diversity in franchising with its multitude of national and international exhibitors.

Franchising is a part of the economy in all sectors and countries. Most exhibitors at this year's show were part of the service sector with 30%, followed by the food sector with 24% and the fitness industry with 11%. Although domestic franchise systems made up 57% of all exhibitors an international flair was brought to the Expo by exhibitors from the US, Austria, Poland, brands from Belgium, France, Ireland, Italy, Canada, Sweden, Slovenia, Spain, Cyprus, the Czech Republic and others.

Besides young and well known brands the visitors were offered 54 program items / lectures.

Save the Date - Franchise Expo20 Frankfurt

The next expo will be in hall 9.0 at Messe Frankfurt again from 5 – 7 November, 2020.

About MFV Exposition / US organizer

MFV has been organizing the world's leading franchise expos for more than 25 years and has established itself as the number one in the international franchise expo business. The aim of the expos is to connect franchise concepts at all investment levels with qualified visitors who want to start their own business. Tom Portesy is the CEO of MFV and lives in the United States. The MFV brand family includes the International Franchise Expo in New York, other US Expos in Los Angeles, Rosemont, Dallas and Expos in Mexico, England, Ireland, Japan, Spain and Germany. In 2017, the MFV Group was acquired by Comexposium, also a global corporation, with more than 170 B2C and B2B events in 11 different sectors, including food, fashion, security, digital, high tech, optics, agriculture and transportation. <http://www.mfvexpo.com/>.

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