



17 to 20 March 2006

Franchise Expo Paris

THE INTERNATIONAL FRANCHISE SHOW
Paris Expo / Porte de Versailles

PRESS RELEASE TUESDAY 28TH MARCH 2006

Franchise Expo Paris 2006 celebrates 25 years and sets new records!

With 29,780 visitors, the 25th Franchise Expo Paris closed its door on an event moving forwards on all fronts. Over its four days, the show and its 412 exhibiting franchises confirmed the strong upward trend in franchising and it achieved its objective of attracting a large and qualified body of visitors. It was, in short, a success.

Thousands of franchises to open this year

The show enjoyed strong visitor numbers right from the first day and the results of the survey¹ revealed that the visitors were qualified, informed, focused and committed. They stated that Franchise Expo Paris offered them a selection of high quality exhibitors, a wide variety of franchises, new trends and, above all, ideas for launching their businesses. The 75 business sectors represented meant that the visitors, whether they were shopkeepers, entrepreneurs or investors, were satisfied and able to move rapidly forward with their projects.

International positioning

Franchise Expo Paris placed the emphasis on meetings between French and foreign professionals and has consolidated its position as the European springboard for franchising. Delegations from all over the world visited the show: Australia, Brazil, China, Congo, Denmark, Spain, Italy, Morocco, Pakistan, Guadeloupe, Romania, La Réunion, Sweden...

The Spanish Pavilion, which was staged in partnership with the Spanish Franchising Association, featured new exhibitors, including Air Shop, Fun Science and Trimage, alongside such leading franchises as Neck&Neck, Ka International or Lizzaran.

A "Focus on Italy" trail allowed visitors to discover new investment opportunities "made in Italy" (Poltronosofà, Stefanel, Covering Italia, 7 Camicie...).

Franchising sets the pace

On Friday 17th March, the first day of the show, Renaud Dutreil, Minister for SMEs, Commerce, Crafts, the Professions and Consumption, opened the show.

Over 20 chambers of commerce, industry and crafts took advantage of the special programme of visits arranged for them on the Monday. They came from all over France and were accompanied by numerous shopkeepers planning projects. The major programme of free conferences and workshops mounted by Franchise Expo Paris was a great success.

Every evening, Happy Contacts in the Exhibitor Club allowed franchise developers to exchange experiences in a relaxed manner.

Master Franchise Dating

In response to market developments, Franchise Expo Paris welcomed nearly 80 investors from 40 different countries on 17th and 18th March, who participated in the first master franchise meetings. Several French and foreign franchisors took advantage of this event to present their concepts to these international investors.

Rewarding talent

The Excellence Awards are achieving increasing acceptance and recognition amongst the exhibitors, and this year's winners were:

- ▶ the stand that best translates its concept (sales outlet category): **La Brioche Dorée**
- ▶ the stand that best translates its concept (service category): **Feu Vert**
- ▶ the most welcoming stand: **Cash Express**
- ▶ the stand that provides the best information: **Rapid'Flore**

The winners of the Franchise Newcomers were **Handirect**, for the new concept category, and **Album**, for the new exhibitor category.

The 25th show marked a turning point in the role of franchising, which is looking forward to a promising future.

**The 26th Franchise Expo Paris will take place
from 16th to 19th March 2007 at Paris Expo - Porte de Versailles**

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Photographs of Franchise Expo Paris 2006 are available on request from the press office.

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