



**franchise
expo Paris**

Online

26 - 28 October, 2020

1st edition



3 days of video meetings

Matchmaking between franchisors
and candidates 100% online

2952

Connected
candidates

Entrepreneurs, future franchisees,
future franchisors, investors...

302

Connected
exhibitors

251 brands | 20 experts from the
FFF | 6 banks | 5 cities & territories |
20 media & institutions

1000+

Planned
meetings

Over the 3 days
700 meetings sent by exhibitors
300 meetings sent by visitors



On average of 4 vision meetings per participant
Monday 26, day with the most networking

CONTEXT

- Development in 4 weeks
- 100% online networking
- Development of a free digital initiative for exhibitors of the October edition and franchise candidates to bring together the Franchise Expo Paris community

Good points

Access to a catalog of candidates
Digital event following the postponement of the show
Video appointment to keep in touch

Areas of improvement

Encourage candidates to accept meeting requests
Have a way to contact participants outside the video
Encourage franchise candidates to complete more their forms

**THANK
YOU**

Thank you for your participation in this 1st edition!
See you on a next online event, while waiting for
Franchise Expo Paris, September 26 to 29, 2021