

FRANCHISEEXPO²³

NOVEMBER 09–11, 2023 GERMANY

REVIEW
2023



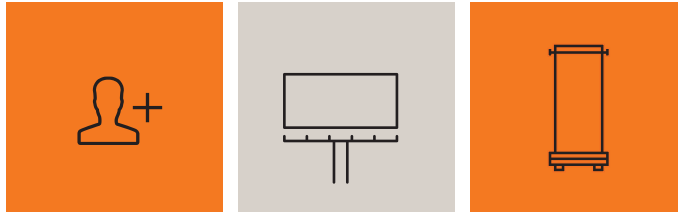
IMPRESSIONS
FROM THE ONLY
FRANCHISE FAIR
IN GERMANY



mfv/FEX23_DieProfifotografen

PREVIEW 2024	THIS WAS 2023	VOICES	ONLINE MARKETING	ADVERTISE MENT	EXPO PROGRAMME	EVENTS BEFORE THE EXPO	THE EXHIBITORS	BRANDS & VISITORS	ADVISORY BOARD	AT A GLANCE
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Target groups



- People who are interested in self-employment with franchising
- Entrepreneurs who are thinking about expanding via franchising or additionally setting up a system Investors
- And all those who want to immerse themselves in the world of franchising and learn about it

FACTS & FIGURES

Date: 09.-11 November 2023

Opening hours: Th. 11 AM - 6 PM

Fr. 10 AM - 6 PM

Sa. 10 AM - 6 PM

Admission: € 20,- (free with promotion code)

Location: Messe Frankfurt, Halle 6.0

Exhibitors/Brands: 96/120

Participants: 2.200

Lectures/Workshops: 52



“The Franchise Fair puts the Bodystreet Global Headquarters team in a real franchise fever. It opens up sensational business opportunities for visitors. And they are much bigger than the first coffee in the morning!”

Matthias Lehner - Bodystreet



“I wanted to write the short keywords „property/landlord“ on the business card of someone I was talking to. In the hotel room in the evening, I only found the first letter „I“ on it. I didn’t get any further until the follow-up meeting. I felt this way on the first day in particular, but on the second and third days we also had a lot of really valuable conversations!”

Steffen Kessler - FranchisePORTAL

85% of the exhibitors were very or rather fairly satisfied with their participation

56% of the visitors stated, to visit the FEX24 definitely or probably


Over 40% of the exhibitors already booked their exhibition stand for 2024

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Thanks to the FEX23 Ambassadors

FRANCHISEEXPO²³
9.-11. NOVEMBER 2023 GERMANY


*I am
part of it*




Emma Lehner
Bodystreet




Marc Elsner
Domino's Pizza




Magdalena Mathoi
Storebox



Nezif Emek
Cigköftem



Maria Linz-Bender
global office



René Törner
MySpa

www.franchise-expo.com

Organizer: **MFV** DEUTSCHER FRANCHISEVERBAND
Main partner: **COMET** DEUTSCHER FRANCHISEVERBAND



Marc Elsner
Domino's Pizza
Deutschland



René Törner
MySpa



Emma Lehner
Bodystreet



Magdalena Mathoi
Storebox



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Nezif Emek
Cigköftem



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2023 the only Franchise fair in the german speaking area - 120 brands and 2.200 participants

VISION

Sustainable development of a large, international franchise trade fair for Germany and Europe.

Sustainability means satisfied exhibitors, quality visitors, partners and organisers.

The Franchise Expo Germany (FEX) has now taken place for the sixth time. Five times physically, 2020 as an online edition. In 2023, exhibitors from 11 countries met visitors from 34 countries. In addition to the diverse brands, visitors were offered lectures, discussions, VIP tours and master classes. Side events, above all the exhibitor reception organised by the German Franchise Association, invited the exhibiting systems to exchange ideas. The atmosphere was excellent!

79% of visitors were satisfied with the quality of Franchise Expo.

fair is the market situation - what characterises the German franchise industry?

The German franchise industry has seen constant positive development over the past few years, and even during the crisis a positive trend is recognisable. This shows that franchising is a secure and successful business model even in times of crisis. Furthermore, Germany is one of the strongest franchise markets in Europe, alongside the UK and France.

Facts & Figures on the German franchise landscape: www.franchiseverband.com/services-nutzen/studien-und-statistiken/

**WE ARE PLEASED TO WELCOME VISITORS FROM
USA, AUSTRIA, SWITZERLAND, SLOVENIA, BELGIUM, POLAND,
UK, CROATIA, TURKEY, ICELAND, SWEDEN, AUSTRALIA, FRANCE,
GERMANY, UKRAINE AND ITALY**

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FRANCHISEEXPO²³

9.-11. NOVEMBER 2023 GERMANY

be part of it!



... und viele mehr!

www.franchise-expo.com

Over 120 brands presented themselves at the FEX23. Including well-known names and a number of newcomers

Although Franchise Expo is still a young brand, it has become well known to many franchise systems in Germany and beyond and is an integral part of their marketing portfolio.

Bookings for 2024 are underway. 49 brands have already booked their stand for the following year during the trade fair. This confirms the franchise industry's sustained interest in the trade fair as a marketing tool.

The international feeling of Franchise Expo was spread by systems from the USA, Austria, Switzerland, Belgium, the UK, Poland, Turkey, Canada, Sweden, Spain and Italy.

In addition to the franchise marketplace, where young and well-known brands presented themselves to visitors, there was once again an extensive conference programme with 52 programme points/presentations.

THE INDUSTRY RANKING OF EXHIBITORS 2023:

28% Gastronomy & food

22% Service industry

13% Technology, automotive & construction

12% Fitness & wellness

- For 38% of exhibitors, the main objective of the trade fair is to gain new partners
 - 17% also described their participation in 2023 as a commitment to the franchise industry
 - 8% see participation as part of maintaining their company profile/brand position
- Other reasons for participation include
- Entry into a new market (12%)
 - Introduction of a new brand (12%)
 - gathering data, meeting potential new employees.
 - 71% of FEX23 exhibitors want to participate in FEX24 again.
 - 71% der Aussteller der FEX23 wollen an der FEX24 wieder teilnehmen.

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FRANCHISEEXPO²³ GERMANY



**Wir laden Sie herzlich ein!
MEET & GREET
17. MAI 2023**

Nutzen Sie den etablierten **Netzwerktermin** vor der Expo und lernen Sie andere Aussteller, Player des Deutschen Franchiseverbandes und das Marketing Duo hinter der FEX kennen.

Neben Drinks und Finger Food: Von Chicken Quaschli bis zu Free Wings, aber auch mit veganen Optionen!...reden wir mit dem Deutschen Franchiseverband über aktuelle Entwicklungen, News von der FEX23 und Ihre Marketingchancen **und um die Expo**.

Treffpunkt 1 Frankfurter Messe, Ludwig-Erhard-Anlage, 60327, Frankfurt am Main, Eingang Torhaus.
14.00 Uhr *Besichtigung der Halle 6.0*

Treffpunkt 2 Frankfurt Marriott Hotel, Hamburger Allee 2, 60486 Frankfurt am Main
15.30 Uhr *Get-together in der Champions Sportsbar im Marriott Hotel*

17.30 Uhr *See you! Wir freuen uns auf ein Wiedersehen auf der FEX23...*

Wichtig! Sie können auch nur einen der Termine annehmen.
Bitte informieren Sie uns, wann wir Sie erwarten dürfen.

Diese Einladung wird vom Veranstalter MFV/Composum gesponsert.
Bitte um verbindliche Zusage – diese ist für den Einlass bei der Messe notwendig.
Ihre Kontaktperson für dieses Event ist **Luana Köttler** (luana.koettler@composum.com / +43 660 8515947).

Wir freuen uns auf Sie!



Luana Köttler
Marketing & PR Manager
FEX

Carina Felsmann
Owner & Marketing Director
FEX

Veranstalter: **MFV**
Deutscher Franchiseverband

Hauptpartner: **DEUTSCHER FRANCHISEVERBAND**
www.deutscherfranchiseverband.de



• **SALES AND MARKETING
WEBINAR TRAININGS
FOR EXHIBITORS**

• **HALL TOURS WITH
FOLLOWING GET-TOGETHER
IN FRANKFURT**

• **WEBINAR FOR
INSTITUTIONS WITH
DUB AND THE GERMAN
FRANCHISE ASSOCIATION**

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Programme director: **Franz-Josef Ebel**

52

**Lectures
discussions
workshops**



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Strategy: Integration of networks from the business world

Networking as a strategy for viral marketing: by involving strategic network partners from the business world, it was possible to introduce the topic of franchising and the Expo to new groups that may have previously been less interested in the topic of franchising.

FRANCHISE ASSOCIATIONS:

- Deutscher Franchiseverband
- Österreichischer Franchise-Verband
- US Commercial Service
- Tschechischer Franchiseverband
- Kroatischer Franchiseverband (FIP)
- Europäischer Franchiseverband (EFF)

NETWORK PARTNERS



MEDIA PARTNERS



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SAVE THE DATE



franchise-expo.com

**9.-11. NOVEMBER 2023
MESSE FRANKFURT
HALLE 6.0**

**FRANCHISEEXPO²³
GERMANY**

MEIN ERFOLG MEINE NOTIZEN

**FRANCHISEEXPO
GERMANY**

FRANCHISEEXPO²³ 9.-11. NOVEMBER 2023 GERMANY



Facts

- Die FEX wird seit 2018 jährlich als 3 Tages-Messe durchgeführt. Sie hat sich für die Franchisewirtschaft als „place to be“ etabliert.
- einzigste Franchisemesse in Deutschland
- Veranstalter ist die US-Firma MFV/Composium, die weltweit (u.a. in den USA, Mexico, England, Shanghai...) Franchisemesse veranstaltet
- Hauptpartner: Deutscher Franchiseverband
- Partnerschaften mit den gesamten Franchisewirtschaft und Business-Netzwerken

Ergebnis seit 2018

- 572 Marken
- 40 Vorträge
- 10.000 Besucher

www.franchise-expo.com

Kontakt

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FEX23 Ambassadors



Veranstalter: **MFV**
expositions
composium

Hauptpartner: **DEUTSCHER FRANCHISEVERBAND**

FRANCHISEEXPO²³ 9.-11. NOVEMBER 2023 GERMANY MESSE FRANKFURT, HALLE 6.0

LUST, AUF DER FRANCHISE EXPO AUSZUSTELLEN?

Ich bin dabei!



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www.franchise-expo.com

Veranstalter: **MFV**
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Hauptpartner: **DEUTSCHER FRANCHISEVERBAND**
QUALITÄTSGEPRÜFTE MARKEN

FRANCHISEEXPO²³ 9.-11. NOVEMBER 2023 GERMANY

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MARKETING MENÜ

be part of it!



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DABEI SEIN IST ALLES



WIRTSCHAFTS-PROGRAMM
Master Classen
u.a. mit: Branchen-CEO, Franchise-
experts & Investoren- und Banken-
Leitungen

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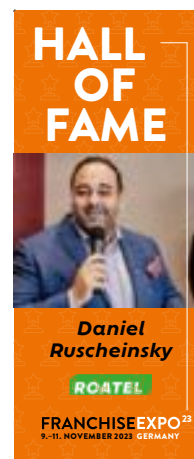
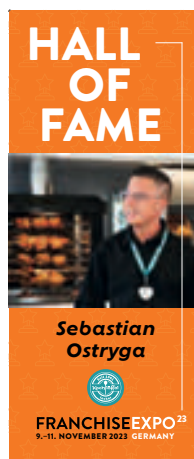
Website www.franchise-expo.com

Social media #FEX23 organic posts:
Facebook 308
Twitter 279
Instagram 290
LinkedIn 306

These received a total of 7107 reactions, comments and shares. .

Impressions Facebook 1.212.197
LinkedIn 93.341

Google & Programmatic Ads 15.811.952



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“The Franchise Expo (FEX) stands as Germany’s premier event for aspiring franchise founders and entrepreneurs. Offering an invaluable experience, FEX provides a unique platform where numerous franchise brands converge.

The event’s inviting atmosphere and comprehensive conference program create an optimal environment for acquiring information, engaging in personal discussions, and fostering targeted networking opportunities.



As a company, we find immense value in our second participation, solidifying our commitment with a two-year contract. Additionally, I proudly serve as a member of the advisory board and speaker for the inaugural session conducted in Turkish.”

Nezif Emek Cigköftem



“It was our first time at Franchise Expo and we will definitely be back with our own stand in 2024.

The contacts with our customers and those who could become customers as well as with potential partners from a wide range of sect

Thorsten Droß Prosatz

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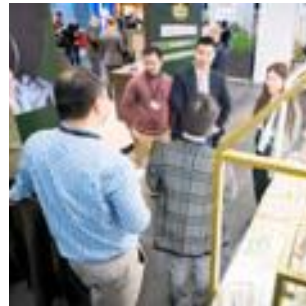
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MFV has been organising the world's leading franchise trade fairs for over 25 years, making it the number one in the international franchise business.

The aim of the trade fairs is to network franchise concepts at all investment levels with qualified visitors who want to start their own business.

The MFV brand family includes the "International Franchise Expo" in New York, other US Franchise Expos in Phoenix, Ft. Lauderdale, Mexico, China and Germany. Germany has thus gained a profound expert on the global trade fair scene and the advantage that Franchise Expo Germany is promoted in all these countries.

We look forward to seeing you again in 2024

MFV
expositions
COMEXPOSIUM



v.l. Christian Köttler, Luana Köttler, Martin Joksimovic, Markus Löffler, Matthias Kandler

FRANCHISEEXPO²⁴

NOVEMBER 07–09, 2024 GERMANY