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## **FRANCHISE EXPO PARIS 2009 ADDS NEW INTERNATIONAL PAVILIONS, HONORS BRAZIL THIS MARCH**

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**For over 25 years, Franchise Expo Paris has been year after year stimulating the development of networks in France and internationally, giving thousands of entrepreneurs the opportunity to make their dream of creating a company come true. The next edition of Franchise Expo Paris, the International Franchise Trade Show, will take place March 13 to 16, 2009, at the Porte de Versailles Exhibition Centre in Hall 7.2. This show is the platform for privileged encounters, putting company founders and shopkeepers in touch with one another to go into business via networks with over 400 French and international brands.**

As an original touch, the trade show will be staging hundreds of franchising concepts from about twenty different countries. This will represent 75 businesses, going from fine foods to ready-to-wear, from car repair to real estate, from toys to beauty salons, from stationery to swimming pools. It will welcome 30,000 qualified visitors, all project owners. In order to help them all succeed in their project, Franchise Expo Paris will be gathering all the professionals in a position to support, advise and inform them, and help them find the required financing.

Thanks to this unique offer, featuring highly renowned brand names and concepts being developed over new markets, entrepreneurs will be able to compare offers and immerse themselves into a brand, a know-how or an entrepreneurial spirit, thus being in a position to join the network best suited to their ambitions. Franchise Expo Paris will provide key information and counseling about contracts, obligations, the European franchising code of ethics, the Doubin Law and more. On that occasion, the French Franchise Federation and the Experts College will be offering free consulting sessions. There will also be conferences and workshops dispensing everything one needs to know about franchising and company creation.

What's new in 2009:

### **Friday, International Franchise Day**

Franchise Expo Paris is going international, considering that 14% of last year's visitors were

*Please click the thumbnails below to open high-resolution images.*



*Photo 1: Franchise Expo Paris logo*



*Photo 2: International Village at Franchise Expo Paris*

foreign. To meet the needs of foreign investors, franchisors and master franchisees, the Friday of the show, March 13, will be devoted to them. The Franchise Expo Paris 2009 opening ceremony, as well as a special program of conferences held on that day, will be translated simultaneously into English.

### **Master Franchise School**

Over the four days of the trade show, the Master Franchise School will be dispensing two hours of free training in English every afternoon. The Master Franchise School is devoted to foreign franchisors seeking a master franchisee in France, or foreign investors looking to develop a French or international brand name within their country of origin via a master franchise.

### **The World Franchise Council Meeting in Paris**

The annual World Franchise Council (WFC) summit will gather all WFC-member franchise federations in the world on March 12 and 13. From March 14 to 16, foreign federations will attend the trade show to inform entrepreneurs and investors about franchise development within their respective countries.

### **Guest of Honor: Brazil**

The Brazilian Franchise Association (ABF) will join Franchise Expo Paris in presenting a pavilion of brand names seeking to expand into France and the world. In addition, meetings with Brazilian investors will be organized.

### **Business Franchise Award**

As it does every year, the Business Franchise Award recognizes a successful international franchisor. This year, the award will go to a Brazilian concept since the event is welcoming Brazil as guest of honor. This initiative, started by Franchise Expo Paris, the French Franchise Federation and Reed Expositions France, aims at encouraging the

development of brand names beyond their own borders.

### **New International Pavilions**

In addition to the regularly attending Spanish, Australian and Italian Pavilions as well as the International Village, the 2009 edition will welcome a Danish Pavilion.

For more information, please contact:

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