

FRANCHISE EXPO GERMANY

Invest in a Sustainable Future

Where Brands Meet, Connect and Grow Successfully

Frankfurt am Main, November 6-7, 2026 – Forum Messe Frankfurt

FRANCHISE EXPO GERMANY WILL RETURN ON NOVEMBER 6 AND 7, 2026, IN FRANKFURT AS A LEADING INTERNATIONAL EVENT FOR THE FRANCHISE INDUSTRY.

Now in its **8th edition**, the show will bring together leading franchise brands, investors, and key ecosystem players, creating a dynamic platform for successful growth, partnerships, and sustainable business development.

Organized by **MFV Expositions / Comexposium** - the world leading franchise event organizer - the exhibition combines international expertise with in-depth market knowledge, offering optimal conditions for successful expansion and investment in franchising.

With around **100 franchise brands** and **2,350 visitors**, Franchise Expo Germany 2025 confirmed its strong market position. Building on this success, the 2026 edition will further expand its international reach and reinforce its role as a key platform connecting global franchise concepts with local market opportunities—driving sustainable growth and successful franchise development.

WHAT'S NEW : DRIVING EFFICIENCY, REACH AND SUSTAINABLE BUSINESS IMPACT

Against the backdrop of a dynamic market environment, **Franchise Expo Germany 2026** introduces an enhanced event format with a clear focus on efficiency, quality, and measurable business impact.

The priority : facilitating high-value connections and fostering investment in scalable, future-proof business models.



--- BECOMES ---



As part of the global **FRANCHISE EXPO PORTFOLIO**, the event links international brands with investors and entrepreneurs looking to invest in proven, scalable business models.



A NEW FORMAT FOCUSED ON EFFICIENCY AND RESULTS

With a compact **two-day format** and a strong business focus, the event sets new standards for efficient networking and high-quality deal-making.

Taking place on **Friday, November 6, and Saturday, November 7, 2026, at the Forum Messe Frankfurt** - a modern premium venue - the show is designed to maximize meaningful interactions.

The objective is clear : connect qualified entrepreneurs, investors, and franchisors while maximizing the business impact of every meeting.

[> DISCOVER THE FORUM](#)

EXPANDING INTERNATIONAL REACH AND MARKET ACCESS

To strengthen its **international visibility**, Franchise Expo Germany collaborates with **IMF GmbH – Promosalons Deutschland**, part of a global network with a presence in over **80 countries**, representing international trade fairs across a wide range of industries.



These include, among others, **SIAL** (food), **INTERMAT** (construction), and **SILMO** (optics/fashion), as well as additional events in the hospitality, lifestyle, energy, and innovation sectors. The network brings extensive expertise in international markets and provides targeted support to franchise companies in their development.

Through this collaboration, Franchise Expo Germany expands the **international reach** of participating brands via established business networks, industry associations, and media channels. At the same time, it supports companies in successfully positioning themselves within the German-speaking market and achieving sustainable growth.

A DYNAMIC FRANCHISE MARKET : GERMANY AS A STRATEGIC GROWTH HUB

Germany is one of Europe's most attractive franchise markets and serves as a key gateway to the DACH region. Franchise Expo Germany provides direct access to entrepreneurs, multi-unit operators, and investors within a stable, investment-driven environment.

Frankfurt further strengthens this positioning, as one of Europe's leading financial and economic hubs, the city offers outstanding international connectivity and an ideal environment for business development and expansion.

BUSINESS DEVELOPMENT FOR THE DACH MARKET



In strategic collaboration with **vif Solutions**, a specialized expert in international franchise and expansion business development, Franchise Expo Germany actively supports international brands in successfully entering the **German-speaking market**.

Through a comprehensive range of services including :

- in-depth market analysis
- strategic guidance

And hands-on operational support across :

- recruitment
- expansion
- marketing
- as well as legal and financial structuring

This partnership ensures a seamless **market entry** and fosters **sustainable, long-term growth**.



EXPERT INSIGHT ON A RESILIENT MARKET



Franchising remains one of the most powerful and resilient business models for entrepreneurial growth and expansion. Franchise Expo Germany creates a dynamic environment where global franchise brands meet ambitious entrepreneurs ready to take the next step. Our mission is to provide a platform where partnerships are built, brands grow, and new businesses are launched.



Martin Joksimovic, President of MFV - Franchise Expo.

SUSTAINABLE GROWTH IN FRANCHISING : CONTENT AND NETWORKING AS KEY DRIVERS OF SUCCESS

Franchise Expo Germany offers **entrepreneurs** and **investors** the opportunity to connect directly with franchise brands across a wide range of industries, as well as key stakeholders from the entire franchise ecosystem. Key sectors represented include :



Food & Beverage concepts



Retail & Consumer services



Fitness & Wellness brands



Automotive & Home services



Education & Childcare

A PRACTICAL AND INSIGHTFUL CONFERENCE PROGRAM

Designed for both **newcomers** and **experienced professionals**, the conference program delivers practical insights into the development, financing, and scaling of franchise and business models. Topics will cover core fundamentals as well as national and international growth, expansion, and sustainability strategies. Industry experts, franchisors, and consultants will share best practices and actionable insights. Further details will be announced soon.

STRUCTURED AREAS FOR TARGETED NETWORKING

The exhibition is organized into themed areas designed to **facilitate exchanges between franchisors, investors, consultants, and service providers**, making business connections more efficient. These curated spaces guide visitors through an immersive journey, offering clear insights into current trends and developments in franchising throughout their visit.



Franchise Expo Germany will take place on November 6-7, 2026, Forum Messe Frankfurt.

More information:

<https://de.franchiseexpo-germany.com>

ABOUT

Franchise Expo Germany

Franchise Expo Germany is part of the international Franchise Expo portfolio by MFV Expositions, the world's leading organizer of franchise exhibitions. The network includes events in New York, Ft Lauderdale, Dallas, Cincinnati and Phoenix, bringing together thousands of entrepreneurs and franchisors every year.

The mission is to connect franchisors with qualified partners and give entrepreneurs access to proven business models.

MFV Expositions

With over 35 years of experience, MFV Expositions is the world's largest organizer of franchise exhibitions, creating international events that connect franchisors with prospective entrepreneurs and generate real business opportunities.

Comexposium

Comexposium is one of the world's leading event organisers, hosting more than 135 B2B and B2C events across over 30 countries, attracting 3.5 million visitors and 48,000 exhibitors annually.

IMF GmbH – Promosalons Deutschland

IMF GmbH – Promosalons Deutschland is part of a global exhibition promotion network established in 1967, with a presence in over 80 countries. With proven expertise in activating international trade visitors and exhibitors, the organization enhances the global visibility and relevance of leading trade shows while creating high-value international business connections through strategic partnerships.



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