

## GROWING TOGETHER

The Spanish franchising showcase par excellence, **EXPOFRANQUICIA** receives guests from all of Spain's Autonomous Communities, as well as from 40 countries around the world.

### THE BIG FRANCHISING EVENT\*

# 15,493

visitors



# 216

stands



# 544

brands represented:

Expofranquicia's  
 visitor quality is its  
 hallmark

## 70%

70% of visitors expressed their intention to invest in a franchise

## 29%

29% said they intended to acquire a franchise within one year at most

## 3.9%

3.9% visited the fair looking for a master agreement

\* *Expofranquicia 2017 figures*

**FORO MADRID  
FRANQUICIA**

Jornadas Técnicas • Technical Conferences

**2018**

Accompanied by an interactive conference schedule with live interviews, debates and round tables targeting franchisees and franchisers, a showcase of experiences where strategies and key factors for developing a constantly evolving business can be analysed.

## Perfil del expositor

**216**

stands

**544**

Companies represented

**19.91%** specific trade

**14.35%** specific foods

**13.43%** official bodies and associations

**11.11%** restaurants and catering

**9.72** consultancy and advisory services

**9.72%** specific services

**8.80** beauty, health, fitness

**7.41** fashion, footwear, and accessories

**4.17** décor and home

**1.39** media

## Internacional



**7.41%** international exhibitors

from **8 countries**

## Los expositores opinan



[www.expofranquicia.ifema](http://www.expofranquicia.ifema)

# 15,493

Visitors from **40** countries

## Países

Germany ♦ Saudi Arabia ♦ Algeria ♦ Argentina ♦ Australia ♦ Belgium ♦ Bosnia Herzegovina ♦ Brazil ♦ Bulgaria ♦ Canada ♦ Czech Rep. ♦ Chile ♦ China ♦ Colombia ♦ Rep. of Korea ♦ Costa Rica ♦ Ecuador ♦ Egypt ♦ Slovakia ♦ United States ♦ France ♦ Guatemala ♦ Hong Kong ♦ Iran ♦ Ireland ♦ Israel ♦ Italy ♦ Libya ♦ Morocco ♦ Mexico ♦ Netherlands ♦ Pakistan ♦ Panama ♦ Portugal ♦ UK ♦ Romania ♦ Russian Fed. ♦ Switzerland ♦ Uruguay ♦ Venezuela.

## Perfil del visitante

**32.92%** Freelance

**10.59%** Job hunter

**34.34%** Employee

**4.48%** Franchisee

**17.66%** Businessperson, Franchiser

## Busca adquirir una franquicia

**70%** of visitors expressed an intention to invest in a franchise

**29%** said they would be acquiring a franchise within one year at most

**3.9%** sought a master agreement

## Importe previsto de la inversión

**30.89%** up to €30,000

**9.59%** from €120,000 to €180,000

**28.51%** from €30,000 to €60,000

**5.61%** from €180,000 to €300,000

**19.57%** from €60,000 to €120,000

**5.83%** over €300,000