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## Breaking News

# International Franchise Expo's First Asian Show to be Held in Shanghai

Shanghai, 15 June 2020 --- The first International Franchise Expo (IFE) in Asia will take place in Shanghai 30 March -2 April 2021, jointly announced by MFV Expositions, Sinoexpo Informa Markets and Shanghai Exhibition-Conference Co., Ltd. today.

## 世界特许经营上海展

### IFE Shanghai

 INTERNATIONAL  
FRANCHISE  
EXPO SHANGHAI

30 March - 2 April 2021



International Franchise Expo (IFE), brand for series of leading franchise events, is organized by MFV Expositions, sponsored by the International Franchise Association (IFA) and assisted by the Department of Commerce/US Commercial Service. **Robert Cresanti**, CEO of IFA, said, "IFA is very delighted to cooperate with MFV Expositions in different countries. We hope that IFA Shanghai will provide golden opportunities for companies interested in expanding their franchise business to China."

The first IFE Shanghai, as a unique investment platform in the franchise industry in the Asia-Pacific region, will incorporate top brands and high-quality commercial resources at home and abroad. While introducing successful international franchise brands into China, it will also act as a gateway for leading Chinese brands to enter the international franchise market. IFE's Asian debut will be held in Shanghai because of the great

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potential of the Chinese franchise market and also because of our extraordinary partners – Sinoexpo Informa Markets and Shanghai Exhibition-Conference. The two companies, as members of Informa Markets, will certainly drive IFE Shanghai’s development with their considerable experience in organizing expositions, expertise in food, hotel and the franchise industry, and abundant local resources.

**Wang Mingliang**, founder and executive director of Sinoexpo Informa Markets, said, “Sinoexpo Informa Markets has always been very optimistic about the franchise market. In 2017, SFE – Shanghai International Franchise Expo was held at the same time with Hotel Plus, establishing an efficient franchising platform for mainstream domestic brands. IFE Shanghai will attract even more top franchise brands both inside and outside China, cover more industries, and integrate world-class business models with excellent domestic commercial resources. We will make the event into a trend-setter and the first international and professional expo that targets the medium and high level franchise investment market in China. Some investors at Hotel Plus, Hotelex Shanghai, and SFE, from the whole supply chain of hotels, the catering industry, and the commercial space industry, will also invest in IFE Shanghai exhibitors, and provide exhibitors with supporting services, including space design, property management, and kitchen cleaning. Thus, IFE Shanghai will be a one-stop platform that match demands and supplies effectively.”

**Andrew Yip**, managing director of Comexposium China, said, “Comexposium is an exhibition organiser with head quarter based in Paris organizing 135 events every year. One of our brands International Franchise Expo (IFE), which are a series of shows locating in US, Germany, UK, Mexico etc. every year organized under our MFV team. We continue our speedy development and expansion all over the world and whenever we tap into a new market, we are keen to look for strong local partners to work with. We treasure their local experience and intelligence together with we bring in our resources and experience outside the market, we believe this kind of cooperation model will grow the business quickly and significantly. This year, we are honored to kick start a cooperation on IFE

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Shanghai with Informa Sinoexpo which is a well known exhibition organizer in the world. Together with the strong support from CCAGM, IFA, Shanghai Chain Enterprise Association and Shanghai Exhibition-Conference. I strongly believe we can offer to all the franchisors, brand companies and investors the most professional and strong platform in relation to brands promotion, training and consultancy, business matching etc. and this will be the one of the best franchise shows in Asia too. “



Despite the continuing pandemic, all parties involved are optimistic about the event and have started preparing. Their professionalism, hard work, and resources will eventually lead to a successful debut show that will be the highlight for the franchise industry in the Asia-Pacific region. Looking forward to IFE Shanghai!

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### **About Comexposium**

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 135 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council. At events, in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. Headquartered in France, Comexposium's employees and sales network operate in 22 countries.

Comexposium aims to be seen as the place to be, building bridges between people and business.

[www.comexposium.com](http://www.comexposium.com)

### **About MFV Expositions**

For over 25 years, MFV Expositions has been bringing franchise concepts together with the most qualified entrepreneurs seeking to own their own business. Our expos help franchisors expand their brand with face-to-face opportunities as well as online directories.

Franchising continues to experience extraordinary growth worldwide. Thousands of franchise companies offer proven, successful concepts, helping entrepreneurs be in business for themselves, but not by themselves. Our expos feature franchises from every industry and every investment level. Comprehensive educational programs help attendees decide what franchise option is best for them, and guide them through the process with information on financing options, legal issues and more.

[www.mfvexpo.com](http://www.mfvexpo.com)

### **About Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.**

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. (Former UBM Sinoexpo) is a professional organization by managing trade shows, events, online B2B platforms, which is a joint venture between Shanghai Sinoexpo International Exhibition Ltd and Informa PLC- a leading B2B information services group and the largest B2B Events organiser in the world. Countless Trade opportunities have been created to cater for more than 993,000 worldwide business buyers from our 70+ international exhibitions, the total exhibition area of which covered 1,500,000 sqm in 2019. Headquartered in Shanghai, Sinoexpo Informa Markets operates two branches in Beijing and Guangzhou as well as one joint venture in Guzhen Zhongshan, Guangdong Province. The total headcount exceeds 450.

<https://www.imsinoexpo.com/>

### **About Shanghai Exhibition-conference CO., LTD.**

Shanghai Exhibition-conference CO., LTD. is a vice-chairman member of Shanghai Chain Enterprise Association, and the organizer of Shanghai International Franchise Expo (SFE), the major franchise expo in China that has been held for over 30 times. Since the first SFE held 15 years ago, SFE, as a reliable barometer of investment situation in this industry, has provided services to over 6000 brands from 80-plus sectors, covering catering, retail, services, education and training. More than 600,000 professional investors have attended SFE.

<http://www.sh-ybxhz.com>