

TRADE FAIR AND CONFERENCE PARTNERS:



FRANCZYZA EXPO

10. EDITION

INTERNATIONAL TRADE FAIR
FOR PROVEN BUSINESS
MODELS

26-28 | 01 | 2027



www.franczyzaexpo.pl/en/

organizer

PTAK
WARSAW
EXPO





FRANCZYZA
EXPO

YOUR MODEL. YOUR GROWTH. YOUR FUTURE.

Franchise Expo 2027 is an international trade fair dedicated to proven business models, focused on the advancement of franchising and modern entrepreneurship. The event brings together franchise network owners, investors, and entrepreneurs seeking reliable, ready-to-implement business solutions. It serves as a dynamic platform for building valuable business relationships, exchanging expertise, and discovering the latest trends and tools that support business growth and scalable expansion.

ESTIMATIONS FOR 2027

FRANCZYZA
EXPO

25 000m²

Exhibition Space

5000

Visitors

95

Exhibitors



„At Dotykacka, we are very pleased with our participation in the fair. The event was well-organized and created a real space for meetings with clients and business partners. Interest in our solution exceeded our expectations, and direct conversations with visitors allowed us to better understand market needs. We consider participating in the fair very valuable and are certainly planning future editions.”

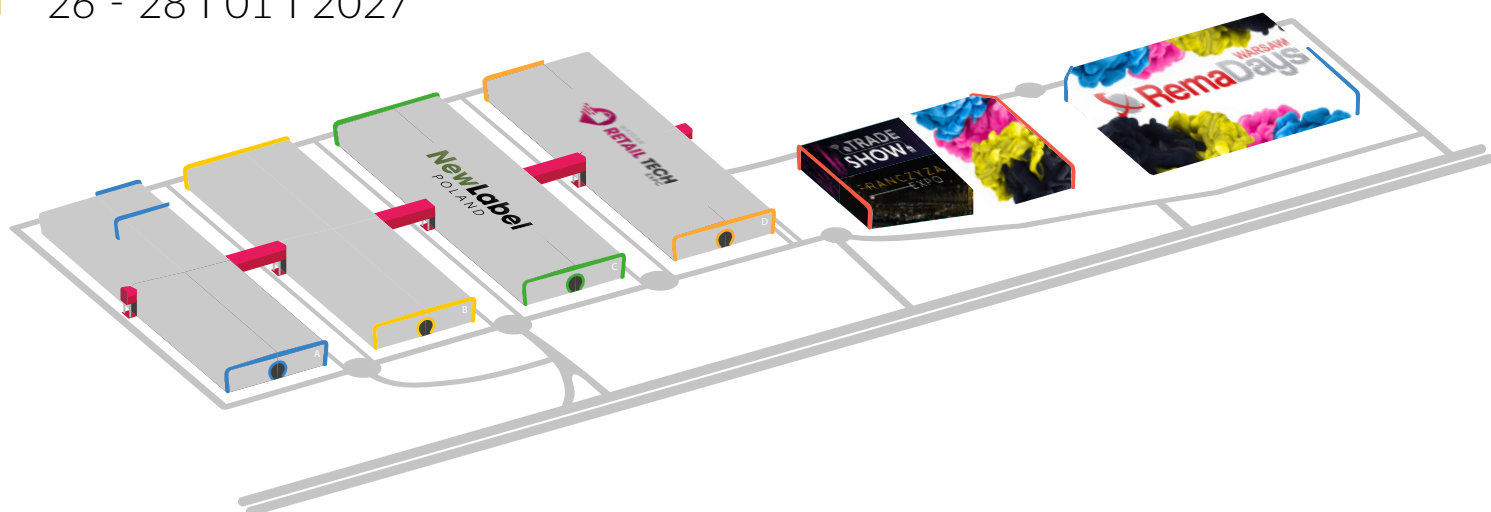
dotykacka

Marcin Marciuniuk



WARSAW MARKETING WEEK

26 - 28 | 01 | 2027



SIMILAR INDUSTRY EVENTS ORGANIZED BY PWE



International E-Commerce
Industry Trade Fair



International Consumer
Electronics Trade Fair



International Trade Fair
for Security and Protection
Systems



EXHIBITOR PROFILE

- Franchisors representing a wide range of industries (gastronomy, services, retail, fitness, education)
- Manufacturers and distributors (food products, apparel, fitness equipment, furniture, software, technological devices)
- Start-ups with innovative business models
- Retail chains
- Companies operating networks of stores, supermarkets, and service outlets
- E-commerce platforms
- Financial institutions – banks and investment funds
- Business consulting firms specializing in growth and strategy
- Advisory firms in finance, legal services, and marketing
- Providers of business management software

INDUSTRY SCOPE

- Franchising
- Dealership
- Partnerships
- Licensing
- Data & business analytics
- Network logistics & supply chain
- Marketing & network development
- Technology & innovation
- Business financing
- Proven business models

VISITOR PROFILE

Among the visitors to Franchise Expo are guests invited both by the organizers and the Exhibitors:

- Manufacturing and service companies planning to introduce their products into franchise networks
- Manufacturing and service companies planning to launch network-based business operations
- Start-up representatives
- Representatives of e-commerce companies seeking partnerships with franchise networks
- Industry experts from the retail sector
- Representatives of marketing and e-commerce agencies
- Packaging manufacturers
- Professionals in online marketing, sales, and customer service
- Website designers and web developers
- Representatives of logistics companies serving retail and franchise networks
- Entrepreneurs and private individuals interested in starting a franchise-based business



HERE'S WHAT OUR EXHIBITORS SAY



"After the first day of the trade fair, the level of interest has been tremendous. We have gained numerous new contacts and promising partnership opportunities. From an organizational standpoint, the event is very well executed. We look forward to continuing our cooperation."

Fresh Gelato
Piotr Boba



83%

of exhibitors have returned to exhibit at the trade fair

"We are once again exhibiting at the trade fair together with our franchise family. To date, we have already completed dozens of installations, which clearly reflects the dynamic growth of the project and the trust our partners place in us. Participation in the trade fair is not only a promotional opportunity for us, but also a valuable moment to strengthen relationships and further develop the entire network."

VEND-POL
Iwona Jędruchów



"This is my first time attending a trade fair of this kind. My goal was to connect with as many potential franchisees as possible. I am very impressed with the event and will certainly take part in future editions."

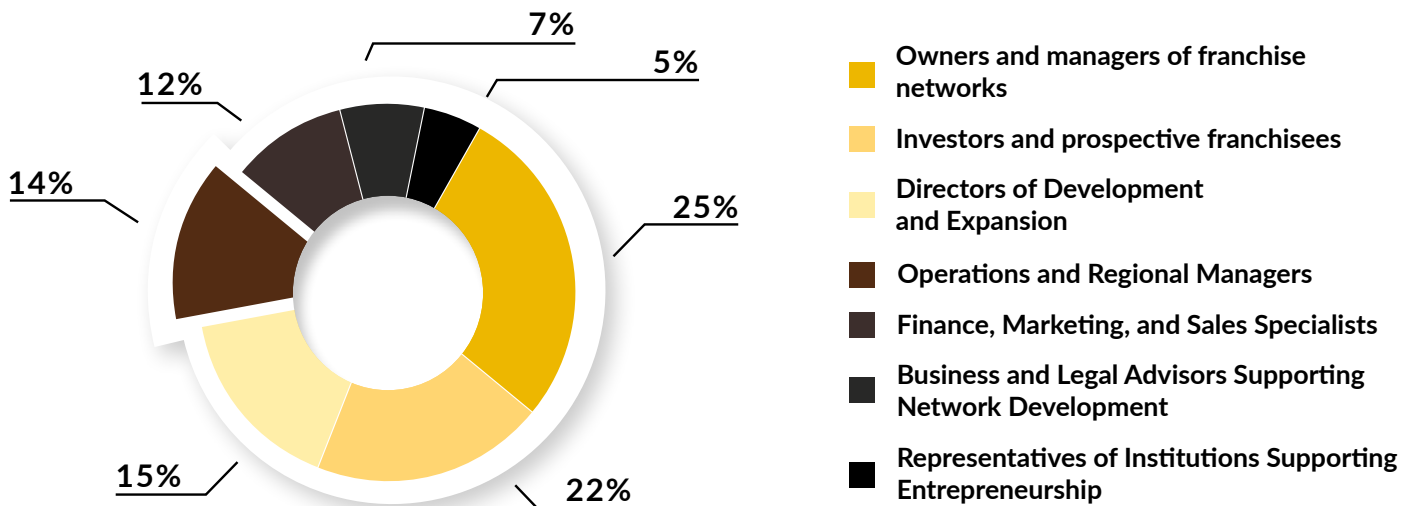
Żabka
Renata Kwiatkowska



KEY PROFESSIONAL ROLES REPRESENTED

AT THE EVENT FRANCZYZA EXPO 2026

The event attracts participants representing diverse areas of the franchising and entrepreneurship landscape, bringing together key industry stakeholders in one place. Franchise Expo gathers professionals responsible for network expansion, investment decision-making, and growth strategy implementation, creating an environment conducive to building business relationships and exchanging expertise.



BRANDS PRESENT AT THE EVENT

FRANCZYZA EXPO 2027

TRADE FAIR AND CONFERENCE PARTNERS



EXHIBITORS



+70
EXHIBITORS

VISITOR STRUCTURE

FRANCZYZA EXPO 2026

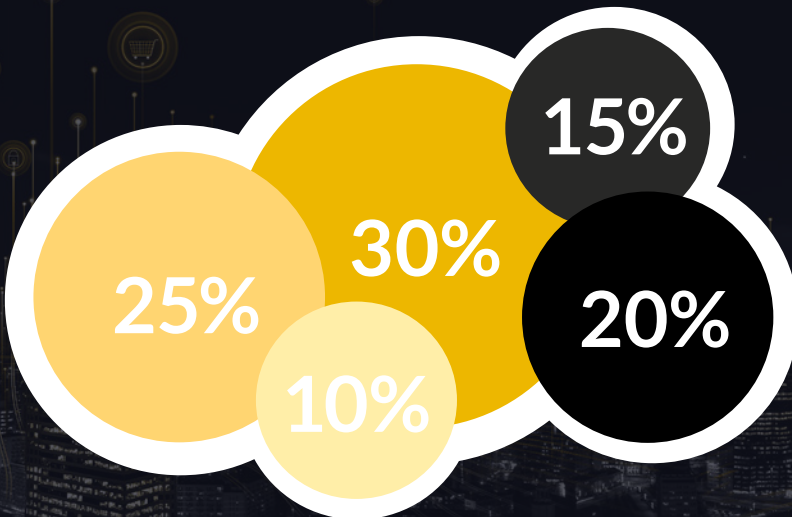
3 980
Total Number
of Visitors

POLAND
90%

EUROPE
6%

WORLD
4%

VISITORS' SECTOR INTERESTS

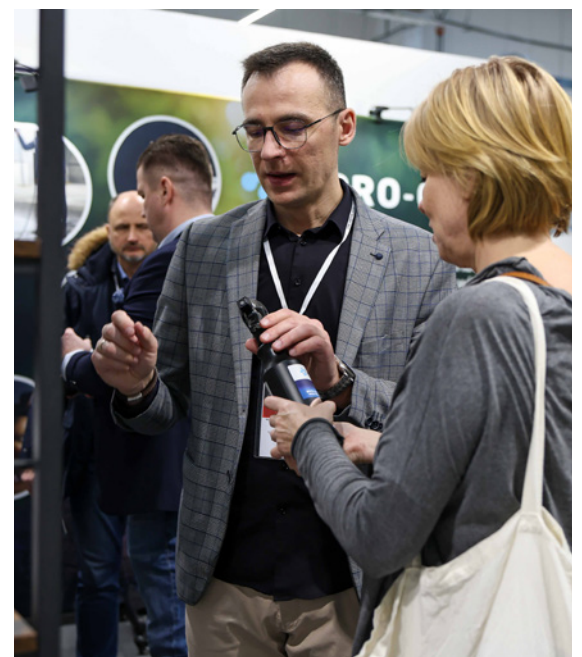


- Investors and Prospective Franchisees**
Individuals seeking ready-made business models and secure investment opportunities
- Franchise Networks (Owners and Managers)**
network development, expansion, process standardization, and business scalability
- Retail, Services, and Gastronomy**
B2C and B2B franchise concepts, retail, HoReCa, and specialized services
- Business, Legal, and Financial Advisory**
franchise law, taxation, financing, insurance, and consulting
- Technologies and Solutions Supporting Network Operations**
POS, CRM, and ERP systems, local marketing solutions, and operational automation

KEY REASONS WHY OUR VISITORS ATTEND:

- 62%** THE OPPORTUNITY TO DISCOVER LEADING FRANCHISE BRANDS AND PROVEN BUSINESS CONCEPTS—ALL IN ONE PLACE
- 58%** A COMPREHENSIVE OFFERING FOR INDIVIDUALS SEEKING A SECURE WAY TO START A BUSINESS UNDER AN ESTABLISHED AND RECOGNIZED BRAND
- 55%** ESTABLISHING DIRECT CONNECTIONS WITH FRANCHISORS, INVESTORS, AND BUSINESS PARTNERS
- 41%** INSPIRATION TO START YOUR OWN BUSINESS OR EXPAND AN EXISTING ONE THROUGH FRANCHISING
- 37%** INITIATING DISCUSSIONS AND FINALIZING COMMERCIAL CONTRACTS AND FRANCHISE AGREEMENTS DURING THE EVENT
- 60%** PARTICIPATION IN CONFERENCES, PANEL DISCUSSIONS, AND EXPERT PRESENTATIONS FOCUSED ON ENTREPRENEURSHIP, BUSINESS SCALING, AND EMERGING MARKET TRENDS

*Participants could select more than one answer



BENEFITS OF PARTICIPATING IN INDUSTRY TRADE FAIRS

- 1 GUARANTEED OPPORTUNITIES TO ESTABLISH NEW BUSINESS CONTACTS**
Participating in the trade fair offers a valuable opportunity to establish connections with key companies across Poland and Europe.
- 2 ACCOMPANYING EVENTS**
High-quality conferences provide substantive insights and enhance the overall value of the trade fair offering.
- 3 COMPREHENSIVE EXHIBITOR SUPPORT**
A dedicated account manager ensures comprehensive organizational support—from stand setup to logistics.
- 4 FAVORABLE PARTICIPATION CONDITIONS**
Flexible payment terms allow for smooth and stress-free preparation for participation in the event.



Generate revenue on-site and close deals in real time.



Meet hundreds of decision-makers and future business partners.



Showcase your products and innovations to a carefully selected audience of visitors.



Increase your brand visibility and generate high-quality leads.



International Reach: build new partnerships with companies from Poland and across Europe.

ALL-IN-ONE COMPREHENSIVE SERVICE

Stay focused on what matters most—your business. We'll handle the rest. Our all-inclusive service package removes the burden of time-consuming trade fair preparations, allowing exhibitors to participate with ease and efficiency.



FULLY EQUIPPED EXHIBITION STANDS
End-to-end delivery—from concept to completion, all in one place



INDIVIDUALLY TAILORED
stand designs



SIMPLE STAND BOOKING SYSTEM
with flexible payment terms available up to 30 days before the event



MARKETING PACKAGE
A ready-to-use promotional package, including VIP invitations for your guests

WE PROVIDE COMPLETE STAND CONSTRUCTION



MARKETING AND PR

We execute an integrated marketing and PR campaign designed to effectively reach key decision-makers within the franchising and entrepreneurship landscape—business owners, investors, franchisors and prospective franchisees, as well as professionals responsible for network development, brand expansion, sales, and business strategy. Our activities include close collaboration with industry organizations and business communities, targeted advertising campaigns, and the publication of expert content in leading business and trade media. We implement precisely targeted email marketing campaigns directed at entrepreneurs and investors, supported by intensive online promotion, active social media communication, and direct mail initiatives. In addition, we invest in advertising campaigns across Google and Meta platforms (Facebook/Instagram) to maximize reach, brand awareness, and event visibility among potential exhibitors, partners, and individuals interested in launching or expanding a business within the franchise model.

FRANCHISE EXPO 2027 IS SUPPORTED BY:



TRADE FAIR AWARDS

This prestigious gathering offers a unique opportunity to recognize companies whose activities, products, and innovative approach make a significant contribution to the development of the industry and the overall success of the event. The awards presented during the trade fair highlight enterprises that set new directions, elevate quality standards, and inspire the implementation of forward-thinking solutions.

For trade fair participants, it is also a unique opportunity to build valuable business relationships with awarded exhibitors. Visitors can explore their innovative products, benefit from expert insights, and discuss potential avenues for future cooperation. It is the perfect moment to draw inspiration from pioneering projects and discover companies that are actively shaping the future of the industry.

🌿 BEST SCALABLE FRANCHISE /
PARTNERSHIP MODEL

🌿 TECHNOLOGY AND INNOVATION
IN FRANCHISE NETWORKS

🌿 NETWORK MARKETING
& PARTNER SUPPORT

🌿 EXHIBITION DISPLAY

🌿 CONTENT PARTNER
FRANCHISE EXPO



EXHIBITION FLOOR PLAN WARSAW FRANCHISE EXPO 2027 PLAN OF THE DAY 2.04.2026

HALL E

**30 STANDS REMAINING FOR THE 2027
EDITION!**



**RESERVE YOUR STAND
+48 518 739 124**



FRANCZYZA
— EXPO



**RESERVE YOUR
EXHIBITION STAND**

**26-28 | 01 | 2027
POLAND, WARSAW**

**PTAK
WARSAW
EXPO**



**UFI
THE GLOBAL ASSOCIATION
OF THE EXHIBITION INDUSTRY**

UFI is the global association of the world's leading trade show organisers and fairground owners, as well as the major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organiser of international trade fairs.

CONTACT WITH OUR TEAM

media3@warsawexpo.eu

+48 518 739 124

Social Media Channels

