

FRANCHISE CHINA

- BEIJING
- SHANGHAI



THE WISEST WAY FOR FRANCHISORS TO EXPAND BUSINESS IN CHINA

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ORGANIZER

CCFA (China Chain Store & Franchise Association)

China Chain Store & Franchise Association (CCFA) is the official representative of retailing & franchise industry in China. Currently, there are over 1300 enterprise members with over 460,000 outlets, including domestic & foreign-invested retailers, franchisers, suppliers, and relevant organizations.

FRANCHISE CHINA

FRANCHISE CHINA with China Chain Store & Franchise Association (CCFA for short) as its organizer, has been successfully hosted for 61 sessions over the past 25 years. With a total of 8,900-odd franchise brands cumulatively served, FRANCHISE CHINA has attracted more than 1.53 million specialist audience. For local and foreign franchisors, FRANCHISE CHINA is an indispensable platform, beneficial to branding and marketing, as well as to observing the franchising industry's trend in China.

FRANCHISE CHINA 2024		
Open Time	May.31-Jun.2,2024	Aug.2-Aug.4,2024
City	Beijing	Shanghai
Session	62nd	63rd
Venue	China National Convention Center (CNCC)	Shanghai New International Exhibition Center (SNIEC)
Gross Area	30,000 m ²	15,000 m ²
Rate	Raw Space: USD\$290/m ²	Shell Booth: USD\$310/m ²
Organizer	China Chain Store & Franchise Association (CCFA)	

WHY FRANCHISE CHINA?

1.Global largest franchise exhibition

FRANCHISE CHINA has been successfully held for 61 sessions over the past 25 years, with more than 500 exhibiting brands from all over the world come to the expo every year.

2.Organized & endorsed by CCFA

CCFA is the official representative of retailing & franchise industry in China. Currently, CCFA does not only carry out industry researches and reports such as "China's Top 100 Franchisors", but also has more than 1,300 members connecting over 460,000 chain stores.

3.All-around segment markets on show

FRANCHISE CHINA's exhibitor brands cover more than 80 segment markets, deriving from such industries as catering, hospitality, public life service, business service, retail, and education & training.

4.High-quality audience & high satisfactory feedback

The audience to FRANCHISE CHINA mainly consists of the visitors in the age group of 25-45 years that enjoy strong financial backup and investment capabilities. More than 90% of exhibitors ever are satisfied with the exhibition effects.

5.Strict brand selection & leading brand

Strictly select the franchise qualification of exhibitors, to provide franchisors with high quality, orderly, standardized EXPO platform. Chinese Top 100 franchised enterprises, multi-industry leading enterprises, hot brand participate all year round.

6.Professional publicity

After 24 years history, FRANCHISE CHINA owned experienced marketing ability and gained rich media & advertising resources. As a reward, FRANCHISE CHINA has achieved a high reputation and a favorable recognition in China market.

PREVIOUS PARTICIPATING BRANDS

CATERING



RETAIL



SERVICE



SUPPLIER



EXHIBITION REVIEW



EXHIBIT RANGE



Retailing

Supermarket, convenience store, specialty store (bakery, tea, book, gift, apparel, jewelry, home furnishing, office supplies, cosmetics, eyewear, alcohol, nourishment and pharmaceuticals), self-service vending machine, e-commerce/cross-border shopping marketplace, etc.



Public life Service

Children entertainment, maternal & infant care, home decoration, house-keeping service, finance & investment, hospitality chains, beauty care, auto care & maintenance, graphics & videos, laundry, leisure recreations, fitness, real estate agency, etc.



Catering

Chinese fast food, Chinese cuisines, western cuisine, western fast food, hot pot, café, Japanese & Korean cuisine, desserts, featured snacks, drinks, kebab, etc.



Commercial Service

Consulting agency, real estate developer, law firm, equipment supplier, commercial design, IT service, etc.



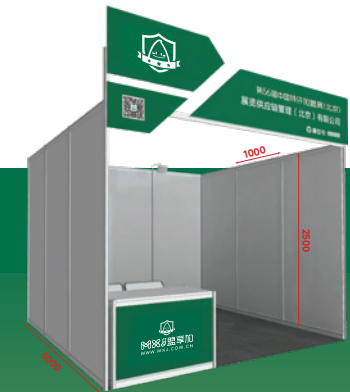
Delegation of inbound exhibitors

Delegates from Korea, Singapore, Russia, etc

BOOTH DESCRIPTION

SHELL SCHEME

Price: USD\$310/m²



Shell scheme (standard booth) includes 3-side enclosure facades of white poly-wood, carpeted floor, two folding chairs, one information desk, one fascia board (or banner board), two fluorescent tubes and one 5A/220V socket.

RAW SPACE

Price: USD\$290/m²



Raw space (booth space only, with furnishing, carpeting and utility supplies excluded) shall be planned, designed, decorated, furnished and arranged by relevant exhibitors themselves accordingly. The officially appointed booth construction contractor provides fee-charging service for the exhibitors involved.

For every exhibitor which rents Raw Space booth, it is required to prepay fees to the authorities of the relevant exhibition center for construction management and electrical connection before exhibits move-in & stand set-up.

PREREQUISITES FOR EXHIBITORS

1. Comply with the relevant provisions of the “China Commercial Franchise Management Regulations”.

2. Possess “independent legal entity” qualification.

3. Own the rights to authorize such operational resources as registered trademark, business running model and proprietary technology to others.

4. Hold 2 direct-sale stores which at least operated the stores for more than 1 year.

5. Have well-established business operation manual, franchisees prospectus with no false or misguide contents, and franchising contract text.

6. Have capabilities to provide franchisees with long-term business operation guidance, training and supervision service.

7. Possess steady and reliable supply chain system of well-guaranteed goods.

FRINGE BENEFITS FOR EXHIBITORS

1. A brand-specific promotion page and release corporate dynamic news on FRANCHISE CHINA’s online franchise platform.

2. Opportunity to get a brand-specific advertorial pushed on FRANCHISE CHINA’s official WeChat and franchisee community.

3. Provide legal advice, thematic training, industry report, enterprise study tour.