

# 2025 FRANCHISE CHINA

- BEIJING
- SHANGHAI



THE WISEST WAY FOR FRANCHISORS TO EXPAND BUSINESS IN CHINA

# FRANCHISE CHINA Data (1999-2024)

**26 years and 63 sessions**

Successfully held in succession

**140000m<sup>2</sup>**

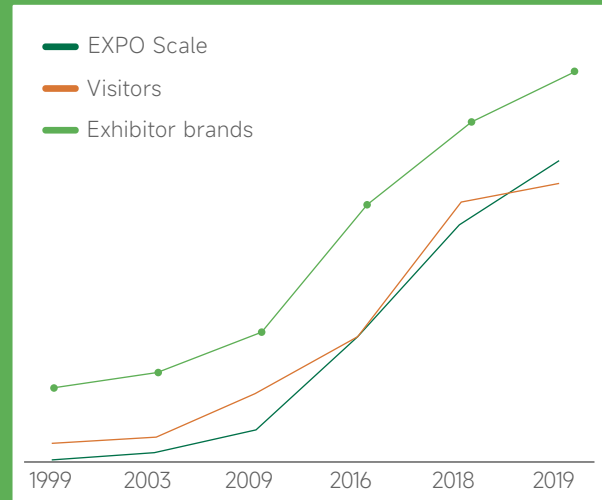
Largest exhibition scale in a year

**9400+**

Cumulative service brands

**1583000+**

High net worth professional audiences



## FRANCHISE CHINA Footprint



# ORGANIZER

## CCFA (China Chain Store & Franchise Association)

China Chain Store & Franchise Association (CCFA), founded in 1997, serves as the official representative of retailing & franchise industry in China. As of 2022, there are more than 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 held for 63 sessions over the past 26 years. With a total of over 9400 franchise brands cumulatively served, FRANCHISE CHINA has attracted more than 1.58 million specialist audience. For local and foreign franchisors, FRANCHISE CHINA is an indispensable platform that is highly beneficial for branding, marketing, and keeping abreast of the franchising industry trends in China.

FRANCHISE CHINA 2025		
Open Time	March.14- March.16,2025	Aug.8-Aug.10,2025
City	Beijing	Shanghai
Session	64th	65th
Venue	China National Convention Center (CNCC)	Shanghai New International Exhibition Center (SNIEC)
Organizer	China Chain Store & Franchise Association (CCFA)	

# Why choose Franchise China

## 1.Global largest franchise exhibition

FRANCHISE CHINA has been successfully held for 63 sessions over the past 26 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 not only carries 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, education & training.

## 4.High-quality audience & high satisfactory feedback

The main audience of FRANCHISE CHINA aged between 25 and 45 that possess strong financial backup and investment capabilities. Furthermore, over 90% of the exhibitors are satisfied with the exhibition effect.

## 5.Strict brand selection & leading brand

FRANCHISE CHINA strictly select the franchise qualification of exhibitors to ensure that franchisors are provided with high quality, orderly, standardized platform. Many of the exhibitors are Chinese Top 100 franchised enterprises, multi-industry leading enterprises.

## 6.Professional publicity

With 26 years history, FRANCHISE CHINA owned experienced marketing ability and gained rich media & advertising resources. As a reward, FRANCHISE CHINA has earned a high reputation and a favorable recognition in China market.

# 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, Philippine, Indonesia, Vietnam, etc.

# PREVIOUS PARTICIPATING BRANDS

## CATERING



## RETAIL



## SERVICE



## SUPPLIER



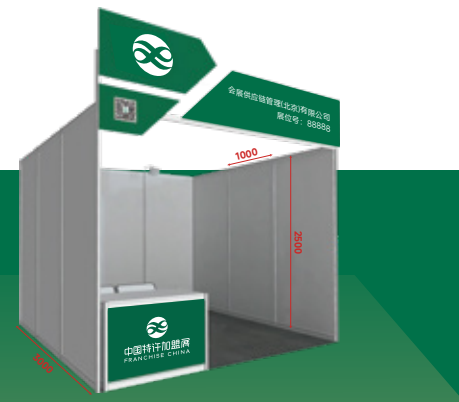
# EXHIBITION REVIEW



## BOOTH DESCRIPTION

### SHELL SCHEME

Price: USD\$310/m<sup>2</sup>



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/m<sup>2</sup>



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.

## Development Status of Franchising in China

Currently, the franchise industry in China is experiencing a period of great development. There are over 70 industries related to franchise, covering almost all conventional franchised industries. Franchising has penetrated in various aspects of people's lives.

### Here are some Chinese franchise trends we observed

#### Youth Investor:

Millennials (post-2000s) are starting to enter the scene, with post-90s surpassing post-70s as the main investors for franchise business.

#### Small town business:

There is a trend of increasing interest from second-tier and below-city residents becoming investors, big cities investors also seeking opportunities in lower-tier cities instead of first-tier cities like Beijing and Shanghai.

#### RETAIL & Lifestyle service:

Investment tendencies are shifting from the catering industry to retail and life service businesses. Consumers' focus on lifestyle and health are also reflected in the enthusiasm for franchise investment.

### Suggestions for International Brands Entering China

#### Find a joint venture partner

Franchise businesses need to file with the Ministry of Commerce. Generally, overseas companies first file with the Ministry of Commerce for filing. After filing, they develop regional franchisees in China or find joint venture partners (the investment amount is 50-50 ? ).

#### Make sure the localization of supply chain (Make sure of the local supply chain? )

As the world 's factory, you can almost find any suppliers for your business in China, if you want to open stores as quick as possible, first build your local supply chain.

#### Build a great team

30 years franchise development in China brings lots of talent people. Hire them or find your partners wisely can helps you. With great teamwork, some brands can open more than 1000 stores in 1 year.

# NOT ONLY EXHIBITION, BUT ALSO China Franchise Conference

The highest-profile conference of the franchise industry in China, which has been held continuously for 25 years. Every year, thousands of government & industry association leaders, industry experts, scholars, entrepreneurs, franchise practitioners participate in the conference, for learning, communicating, discussing the future franchise trends, and development orientation. 2025 China Franchise Conference will be held in the same place and time as the 64th exhibition in Beijing.



WeChat Official Account

Official Website [www.chinafranchiseexpo.com](http://www.chinafranchiseexpo.com)

Online Franchise Platform [www.mxj.com.cn](http://www.mxj.com.cn)

## FRANCHISE STUDY CAMP

Which found exclusively for Chinese and foreign franchise enterprises to provide franchise system training & consulting, law services, brand marketing, supply chain commercial real estate, financing institutions resources, including but not limited to enterprise study Tours, workers factory visits, brand in-depth communication, etc.



## Contact us

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