

2026 FRANCHISE CHINA

The Wisest Way For Franchisors to
Expand Business In China



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FRANCHISE CHINA

Organizer:  中国连锁经营协会
CCFPA China Chain Store & Franchise Association

65 sessions over 26 consecutive years

Including over 70 different industries

Hosted a cumulative total of over 9,400 brands

Attracted more than 1.58 million professional visitors

Gathers more than 70% of the top 100 franchise brands in China

With a 90%+ exhibitor satisfaction rate

Longest cooperative enterprises have partnered for 25 years

300+ media outlets driving exposure and traffic

1999-2025

The exhibition is well-known as long-established, large in scale, and covers a comprehensive range of industries and sectors.

It attracts a high number of quality professional investors from a wide range of countries and regions.

It is known as the

"Market Vane in the Chinese Franchise Field".



2026 Exhibition Plan



66th Franchise China, Beijing

May 29–31, 2026
China National Convention Center (CNCC)



67th Franchise China, Shanghai

August 7–9, 2026
Shanghai New International Expo Center (SNIEC)



Exhibition Scope

Catering

Chinese Fast Food / Western Fast Food / Chinese Cuisine
Western Cuisine / Japanese & Korean Cuisine / Hot Pot & Barbecue
Featured Snacks Desserts / Drinks / Kebab / Cafe / etc.

Retail

Supermarket / Convenience Store / Specialty Store / Bakery / Tea / Book
Gift / Apparel / Jewelry / Home Furnishing / Office Supplies / Cosmetics
Eyewear / Alcohol / Nourishment & Pharmaceuticals / Self-Service Vending
Machine / E-Commerce / Cross-Border Shopping Platform / 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.

Commercial Service

Consulting Agency / Real Estate Developer / Law Firm / Equipment Supplier
Commercial Design / IT Service / etc.

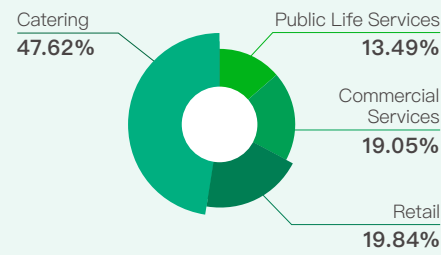
International Pavilions

Delegates from Korea / Singapore / Russia / Philippine / Indonesia
Vietnam / Malaysia / etc.

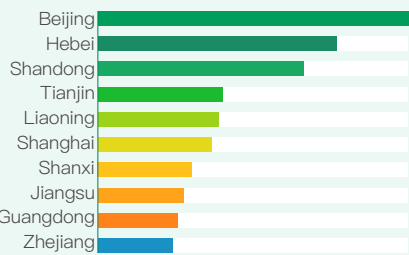
Previous Exhibition Statistics

Beijing

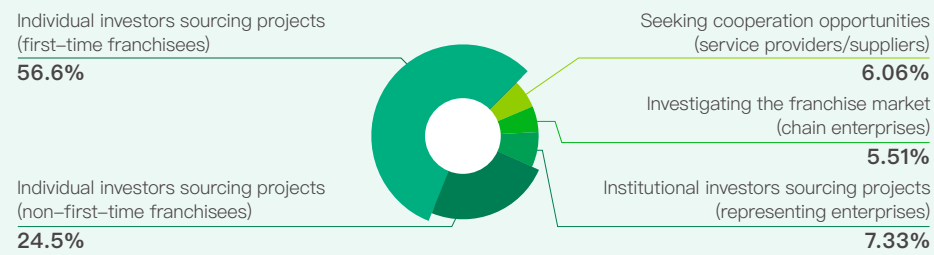
● Industry Composition of Participating Brands



● Top 10 Provinces of Visitor Origin

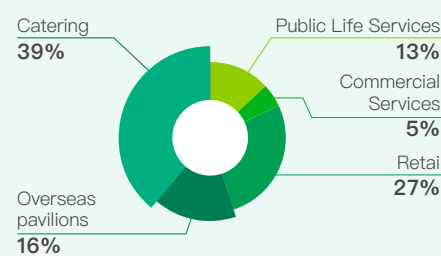


● Composition of Professional Visitors by Identity

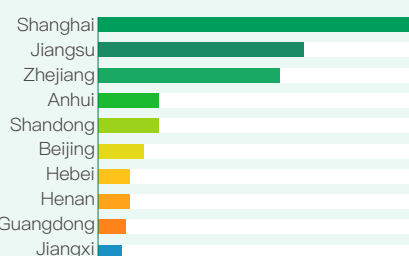


Shanghai

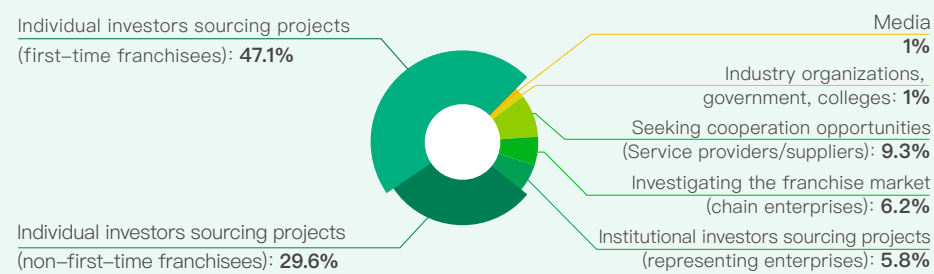
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Various On-site Exhibition Events

Accurate and Diverse Access to Franchise Investors

2026 World Franchise Council (WFC) Meeting

The WFC annual meeting will be held concurrently with the same time! As the rotating guest country, it will gather franchise association leaders, top brands, and investors from over 40 countries worldwide, opening up a new direction for global franchise cooperation.



2026 China Franchise Convention & Life Service Industry Development Convention



CCFA New Consumption Forum – 2026 China Franchise Convention & Life Service Industry Development Convention integrates multiple formats of franchising and life services, gathering top 100 chain enterprises and attracting over 600 franchise enterprises to participate.

Franchise New Trend Forum



Focusing on trending sectors, the forum gathers pioneering, popular, and platform-based brands in the industry to share the latest trends new directions in the franchise market under the theme of "Leading Franchise, Innovating for the Future".

MIX Talk



With the purpose of "cross-border sharing, idea exchange, promoting diversified cooperation, and sharing achievements", the event spreads brands value through a talk show format.

Professional Market Promotion

● Influencer Marketing

Featuring 100+ influencers, spanned all content formats and achieved 10M+ cross-platform reach.



● Omnichannel Advertising Coverage

Full coverage of online advertisements and intensive placement in subways and elevators, ensuring visibility everywhere from daily life to work.



● Media Collaboration

Cooperating with numerous industry media to conduct in-depth discussions on industry trends and hot topics, reaching more industry insiders. Over 100 mass media outlets report on the exhibition from multiple dimensions, significantly amplifying the media presence of Franchise China.



How to attend?

Booth Choice

Raw Space Booth : 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.

Shell Scheme : 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.

Participation Requirements

- 1 Must comply with the relevant provisions of the *Regulations on the Administration of Commercial Franchising*.
- 2 Possess at least 2 directly-operated stores with more than 1 year.
- 3 Must independent legal entity
- 4 Owns business resources — such as registered trademarks, business models, and proprietary technologies — with the authority to license them to third parties.

Suggestions for International Brands Entering China

• Find a joint venture partner

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.

• Make sure the localization of supply chain

If you want to open stores as quick as possible, first build your local supply chain, you can almost find any suppliers for your business in China.

• 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.