



ABFE

FRANCHISING EXPO 2018

Jun 27TH

9 a.m. TO 7 P.M.

Jun 28TH - 29TH

1 P.M. TO 9 P.M.

Jun 30TH

11:30 a.m. TO 6:30 P.M.

Expo Center Norte • White and Blue Pavillions – São Paulo

Post Show Report

Brazilian Franchise Association

ABF is currently the second biggest franchising entity of the world, with more than 1,000 members and representing the sector that grew 8% and profited BRL 163.319 billion in 2017, employing around **1.2 million people.**

"As directors, we have to look at the rearview mirror and see what brought us up here. We have to use a 'low beam' to see the current management and review ABF's role in a new economy. But mainly, we have to use a 'high beam' to see further."

ABF President, Cristofolletti Junior





The Biggest Fair in Latin America

Held by the Brazilian Franchising Association and organized by Informa Exhibitions, the 27th ABF Franchising Expo received more than 60 thousand national and international visitors in an area of 31 thousand m².

The trade show promoted the meeting of businessmen, entrepreneurs, and investors in the sector, able to open and develop new businesses.



407

EXHIBITING BRANDS

Segments Diversity

- | Food
- | Housing & Construction
- | Communication, Information Technology & Electronics
- | Entertainment & Leisure
- | Hotel Management & Tourism
- | Cleaning & Conservation
- | Fashion
- | Health, Beauty & Wellbeing
- | Car Services
- | Services & Other Businesses
- | Educational Services



About the Exhibitors

95%

of the exhibitors see ABF Expo
as the best entrepreneurship
trade show in Latin America
Franchising

888%

INTEND TO EXHIBIT AT
THE 2019 ABF EXPO



Testimonials from some exhibitors

5àsec

"The event is very important because we have the opportunity to show our work, the cases and the advantages for the ones investing in a consolidated business, in the biggest laundry franchise of the world and leader in the segment. For the ones seeking to diversify their investments or even to leave the market and to have their own business, the trade show is a good place to discuss such issues and to guide possible investors. The people that came to the stand really wanted to know the details and, in fact, to invest with us. This edition is surpassing our expectations",

Fabio Roth, CEO of 5àsec Brazil.

Casa do Construtor

"The quality of the trade show is great and the vibe is catching! We are optimistic with the audience that came to our stand these days. Many people interested and decided to have their own business",

Fabio Spina, Casa do Construtor Operations Director.

Chiquinhos Sorvetes

"Many people want to know our business better and be at the trade show makes us close to these people. We come to the event every year. This year, we saw many food franchises, which proves the segment is highly profitable and promising",

Antônio Câmara, in charge of Chiquinho Sorvetes' marketing.

Emagrecentro

"We have high expectations regarding our participation at the trade show. The ones interested in investing in their own business and who came to our stand have a qualified profile and are potential franchisees",

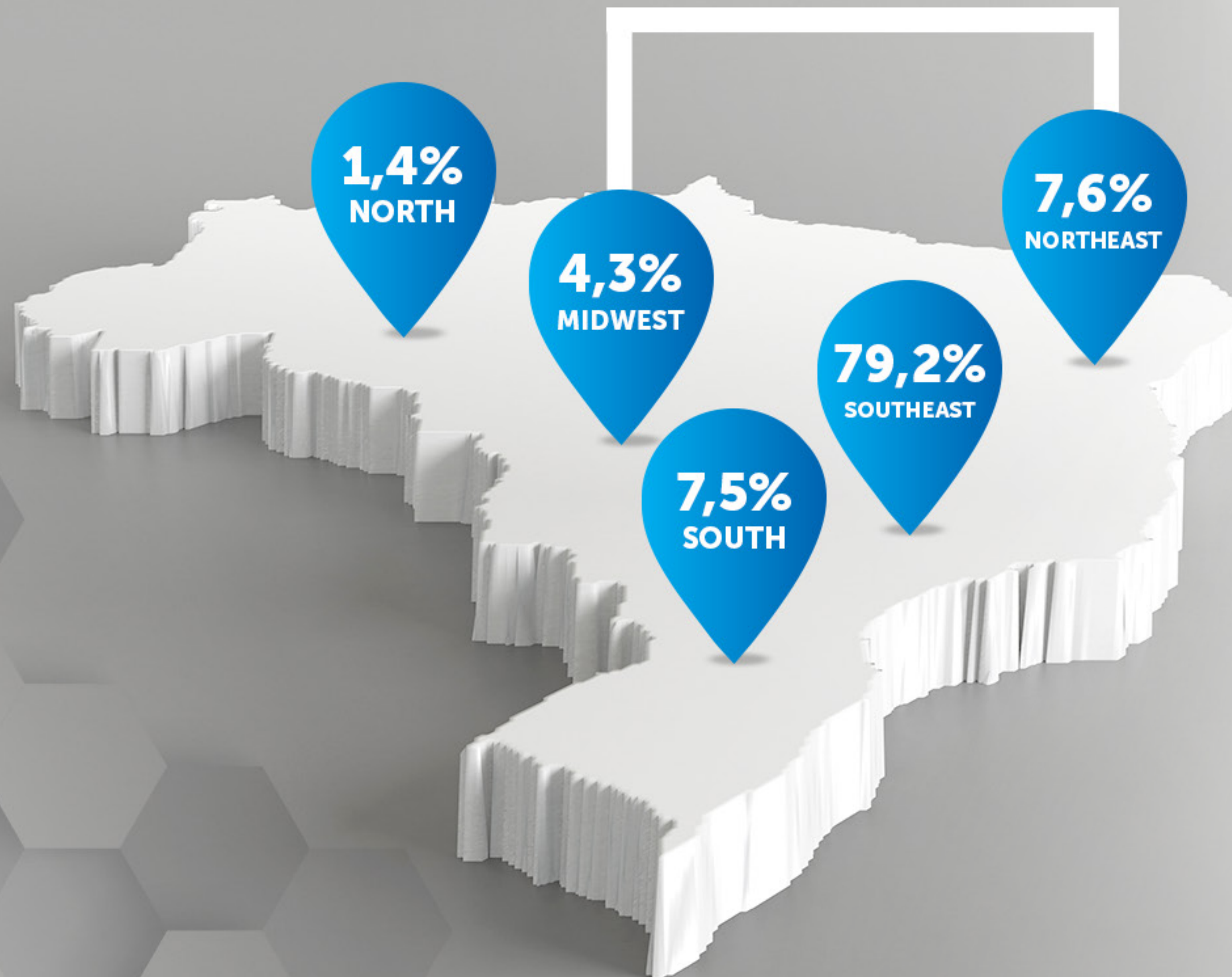
Edson Ramuth, founder and CEO of Emagrecentro.



Visitors' Profile

National presence per region

The increase of the participation in 2018



International participation of 19 countries:

- | | |
|---------------|--------------------------------|
| ECUADOR | ARGENTINA |
| SPAIN | BOLIVIA |
| UNITED STATES | BULGARIA |
| FRANCE | CAICOS |
| ITALY | CANADA |
| PARAGUAY | CHILE |
| PERU | CHINA |
| URUGUAY | COLOMBIA |
| VENEZUELA | UNITED ARAB EMIRATES |
| | BRITISH INDIAN OCEAN TERRITORY |



Visitors' Profile

Gender

Men	63%
Women	37%

Age Range

16-20 years old	2%
21-30 years old	18%
31-40 years old	45%
51-60 years old	25%
Over 60 years old	10%



Food
27.90%



**Business, Services
& Convenience**
23.81%



**Beauty, Health &
Natural Products**
8.45%



**Shopping Malls
& Retail
Spaces** 6.99%



Clothing
5.37%



Visitors' Profile Interest per Sector



**Supplier to
Retailer**
5.29%



**Education
& Training**
4.37%



**Communication,
Information Technology
& Electronics** 3.81%

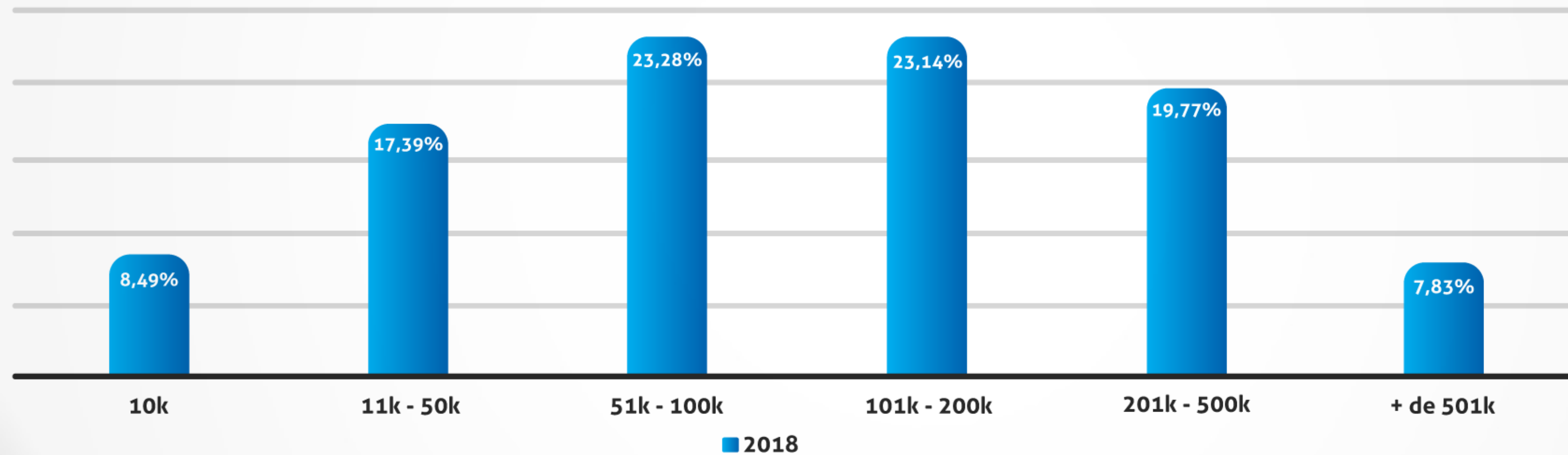


**Entertainment,
Toys & Leisure**
3.25%



**Furniture, Decoration
& Presents**
3.44%

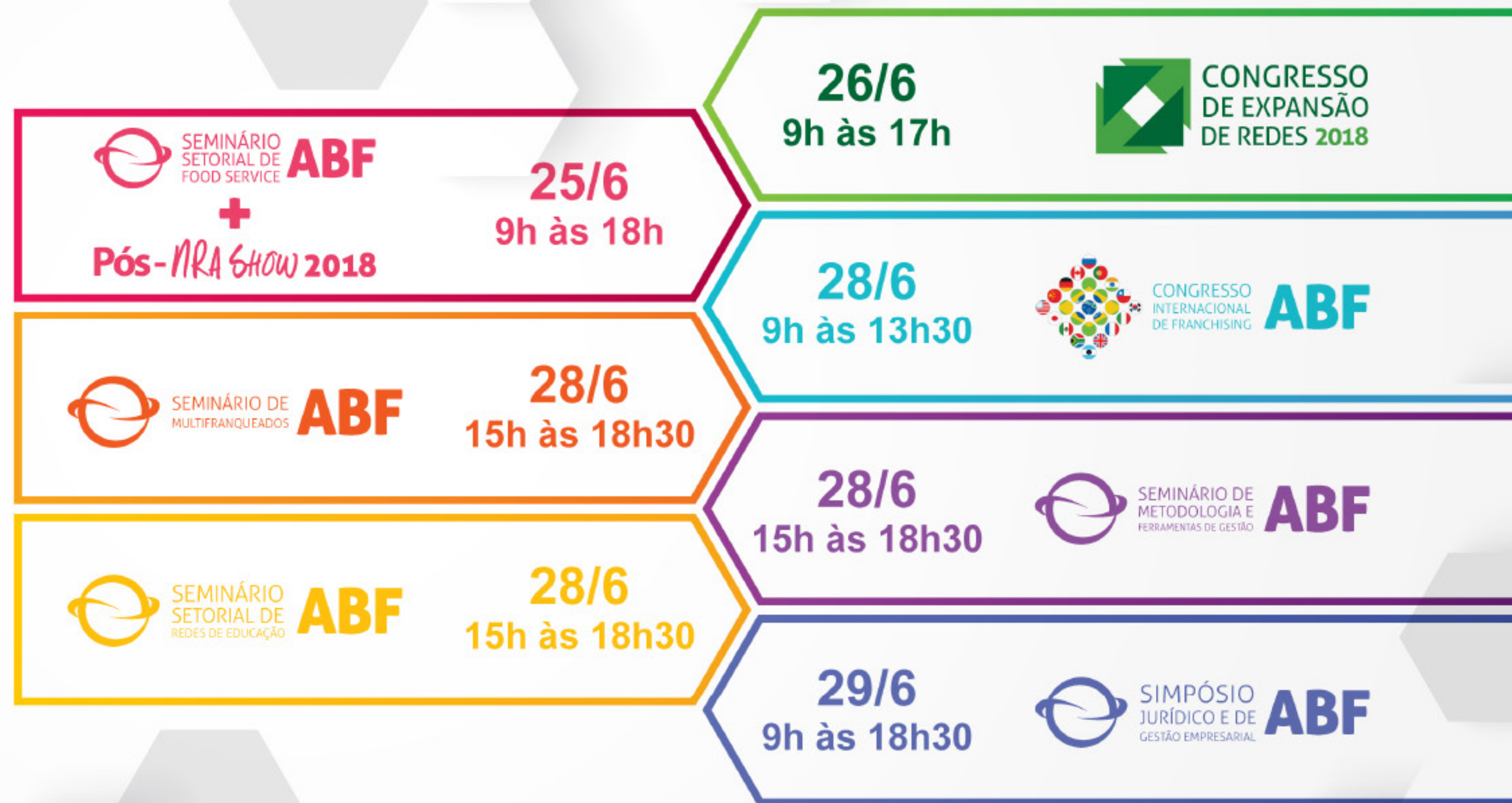
VISITORS' INVESTMENT INTENTION



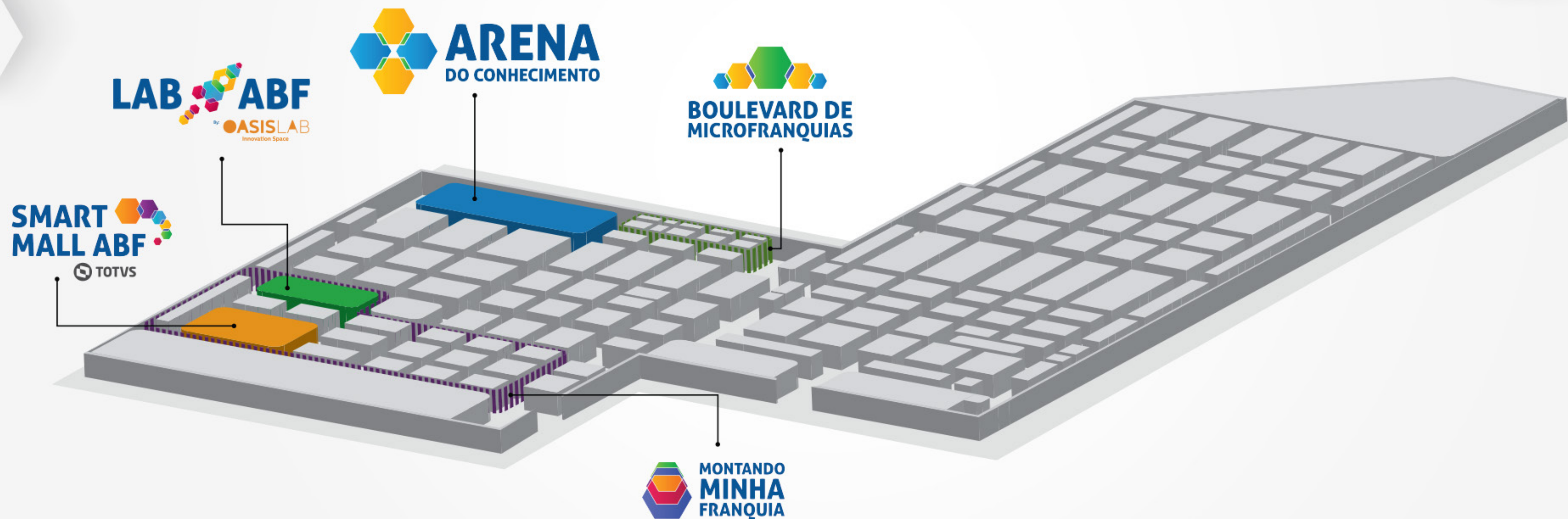
ALMOST 70% OF THE VISITORS INTEND TO INVEST FROM BRL 50 THOUSAND TO BRL 500 THOUSAND



2,2 thousand
professionals participating



A week of opportunities, innovations and good businesses!





Presentations, Cases, Courses and Much Content.

Space so that the entrepreneur will be able to widen his/her knowledge and have direct contact and in an interactive way with different themes related to franchising, in presentations by specialists ratified by ABF.



4

Arenas
simultaneous with
a daily schedule

50

Visitors
per speech
per arena

68

Presentations
performed during
the entire event

3

thousand

Participants
widening their
knowledge on
the sector



Technological trends applied to retail from many segments.

A different space that presented solutions used for increasing the productivity, decreasing costs, making the training and controls easier, optimize the commercial management and improving the client's experience.

+50

Retail Solutions
Technologies presented
in an interactive way



Solutions from suppliers for franchising, retail spaces, shopping malls, galleries, and strip malls

The **Showing My Franchising** area gathered suppliers of the franchising system from the most different types such as IT tools, marketing services, geolocation, the point of sale design and payment systems with the purpose of optimizing the operation costs, choosing partners for structuring the business and finding the ideal point of sale for opening his/her own business.



BOULEVARD DE MICROFRANQUIAS

Opportunity for the ones who want to have their own business with less investment

The micro-franchises got an exclusive area at the 27th ABF Franchising Expo. **Boulevard of Microfranchises**, with 1,816 m² of space dedicated to the franchises with investment up to BRL 90 thousand gathered 26 brands with novelties in products and services and attracted a huge qualified audience at the trade show.



Startups and companies reunion for generating projects, business, and innovation

A partnership between ABF and Oasis Lab, the **LAB ABF** gathered for the first time eleven startups with solutions to the franchisers and franchisees from different segments of the franchising sector, with the aim of presenting technologies turned to the sector.

Awards



Prêmio
Estande
Sustentável



Sustainability

Social actions turned to sustainability, inserted in the franchising sector

To absorb the 250,632.79 kg of carbon emission generated by the trade show, a plantation of around 700 trees will be made by the S.O.S Mata Atlântica association.

Press Office



240
JOURNALISTS
PRESENT.



990 INSERTIONS
IN THE MEDIA



64 INTERVIEWS



509 RADIO WEB
INSERTIONS



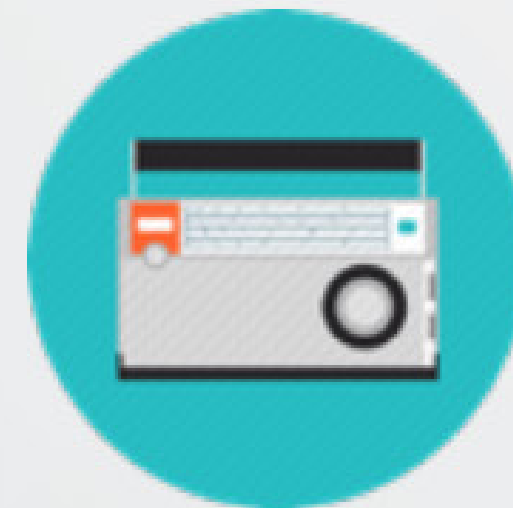
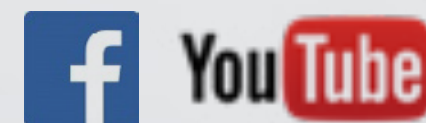
Media Plan



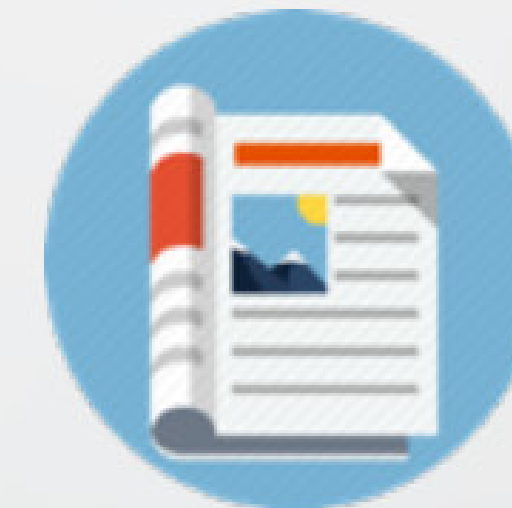
TV



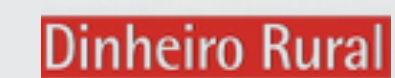
Online



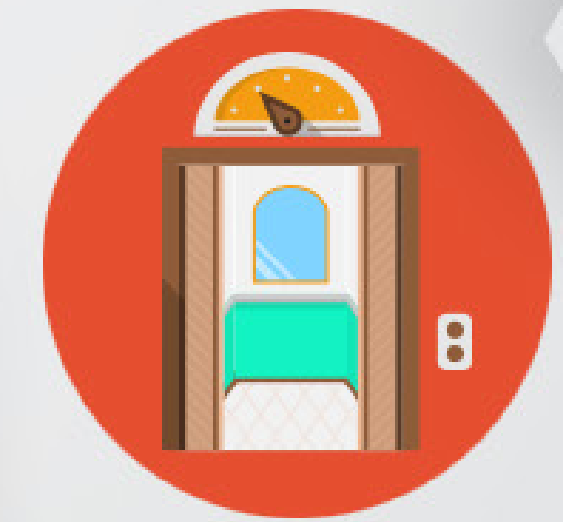
Radio



Press



FOLHA DE S.PAULO



Indoor Media



ELEMIDIA

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See you in 2019

JUNE 26TH TO 29TH

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www.abfexpo.com.br