



The biggest franchising  
trade fair in the world!

## POST SHOW REPORT 2019

**26-28 JUNE**

FROM 1 P.M TO 9 P.M

**29 JUNE**

FROM 11 a.m TO 6 P.M

**Expo Center Norte**

PAVILION WHITE AND BLUE - SÃO PAULO - BRAZIL

[WWW.ABFEXPO.COM.BR](http://WWW.ABFEXPO.COM.BR)



Organization and Promotion:



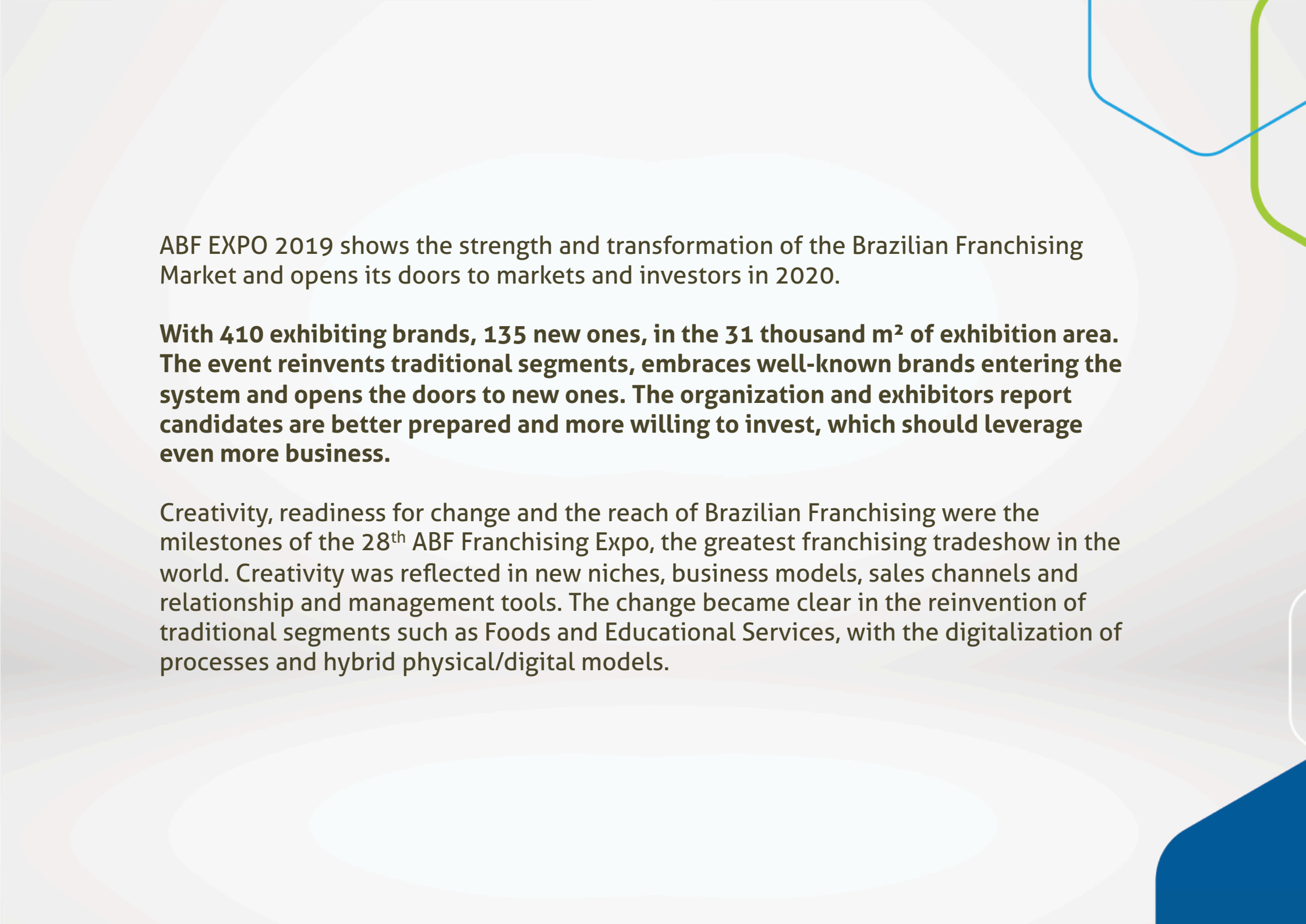
Realization



# ABF EXPO







ABF EXPO 2019 shows the strength and transformation of the Brazilian Franchising Market and opens its doors to markets and investors in 2020.

**With 410 exhibiting brands, 135 new ones, in the 31 thousand m<sup>2</sup> of exhibition area. The event reinvents traditional segments, embraces well-known brands entering the system and opens the doors to new ones. The organization and exhibitors report candidates are better prepared and more willing to invest, which should leverage even more business.**

Creativity, readiness for change and the reach of Brazilian Franchising were the milestones of the 28<sup>th</sup> ABF Franchising Expo, the greatest franchising tradeshow in the world. Creativity was reflected in new niches, business models, sales channels and relationship and management tools. The change became clear in the reinvention of traditional segments such as Foods and Educational Services, with the digitalization of processes and hybrid physical/digital models.



# PARTNERS AND SPONSORS

Realization:



Platinum Sponsorship:



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Agência de Comunicação:



Promotion and Organization:





**FRANCHISING  
WEEK**





Promoted by the Brazilian Franchising Association, it is a week of immersion in knowledge, experiences and national and international business.

2.4 thousand professionals from the sector participated in the seminars and events of the ABF Franchising Week, as well as 84 congress participants, in parallel to ABF EXPO.

The **Sectorial Food Service Seminar and Post-NRA Show** opened the Franchising Week with the **Sectorial ABF Food Service 2019 Survey** bringing a panorama of the segment regarding operational, strategic and consumer behaviour aspects.

In the **Network Expansion Congress**, well-known professionals in the sector shared experiences and strategies interconnecting franchise chains in a competitive and sustainable manner. Among the topics discussed, we highlight how shopping malls see retailing in 2025, tips for strong and structured expansion, 360° panorama of process, attraction of leads, selection of franchisees and best implantation practices.

The **Forum of Methodology and Management Tools for Franchise Networks** aimed at bringing practical techniques and instruments to the daily management of networks.

In its 3<sup>rd</sup> edition, the **Sectorial Forum on Educational Networks** addressed the transformations in the segment, one of the most traditional ones in Brazilian franchising.



The **Multifranchise Forum** gathered investors who manage more than one unit to talk about topics such as technological disruption, talent management, digital marketing and clustering.

The **International Franchising Congress**, in 2019 highlighted the debate about the main requirements to enter the North American, Chinese and Portuguese markets. Another important topic was the master franchise model for international expansion.

The traditional **ABF Legal and Corporate Management Symposium** showcased the intersection between business and juridical aspects. The keynote speaker was the Minister of the Supreme Federal Court – STF and the Supreme Electoral Court, Luís Roberto Barroso.









# THE SECTOR



The franchising market registered 6.4% of growth in the 1<sup>st</sup> half of 2019 compared to the same period in 2018. Revenues went from R\$ 79,496 billion to R\$ 84,586 billion. Accumulated earnings in the last 12 months grew 6.9%, going from R\$ 168,360 billion to R\$ 179,933 billion. This was shown in the Research about sector performance, developed by ABF – Brazilian Franchising Association.

This performance was leveraged by the opening of new units, adjustments, operational efficiency and innovation that franchises have implemented recently and adherence to service franchises. The moderate growth also reflects the low inflation, demand slowdown and oscillating confidence of entrepreneurs and consumers, mostly related to the high rate of unemployment and uncertainties at this time regarding progress of reforms and other macroeconomic measures.

# **ABF EXPO 2019 DATAS**



Generated a lot of content and networking

**410**  
**EXHIBITING**  
**BRANDS**

**135**  
**FIRST-TIMERS**

**4** simultaneous stages

Over **90** hours  
of free lectures  
in **Knowledge Arena**

Over **3.200** participants

**66.200** entrepreneurs attended





**77%** of exhibitors name ABF Franchising Expo as the best tradeshow in the sector

**67%** of exhibitors name ABF Expo as the best franchising tradeshow in the world

**80%** of exhibitors brands have already renewed their participation for 2020

**100% OF EXHIBITORS WERE SATISFIED WITH QUALITY OF EVENT**



**ABOUT THE EXHIBITORS**

# TESTIMONIALS

*"We received candidates with great potential and were satisfied with the intense movement of people interested in knowing more about our business."*

**Marcelo Tristão, Development Director at Bob's.**



*"The debut of Grupo Kalaes at the ABF tradeshow was a success! During the event, more than 250 people came to visit us interested in well-structured franchises and sound business models. With the tradeshow leads, we believe we will close ten new contracts with the five brands represented until December".*

**Sidney Eduardo Kalaes, President of Grupo Kalaes.**

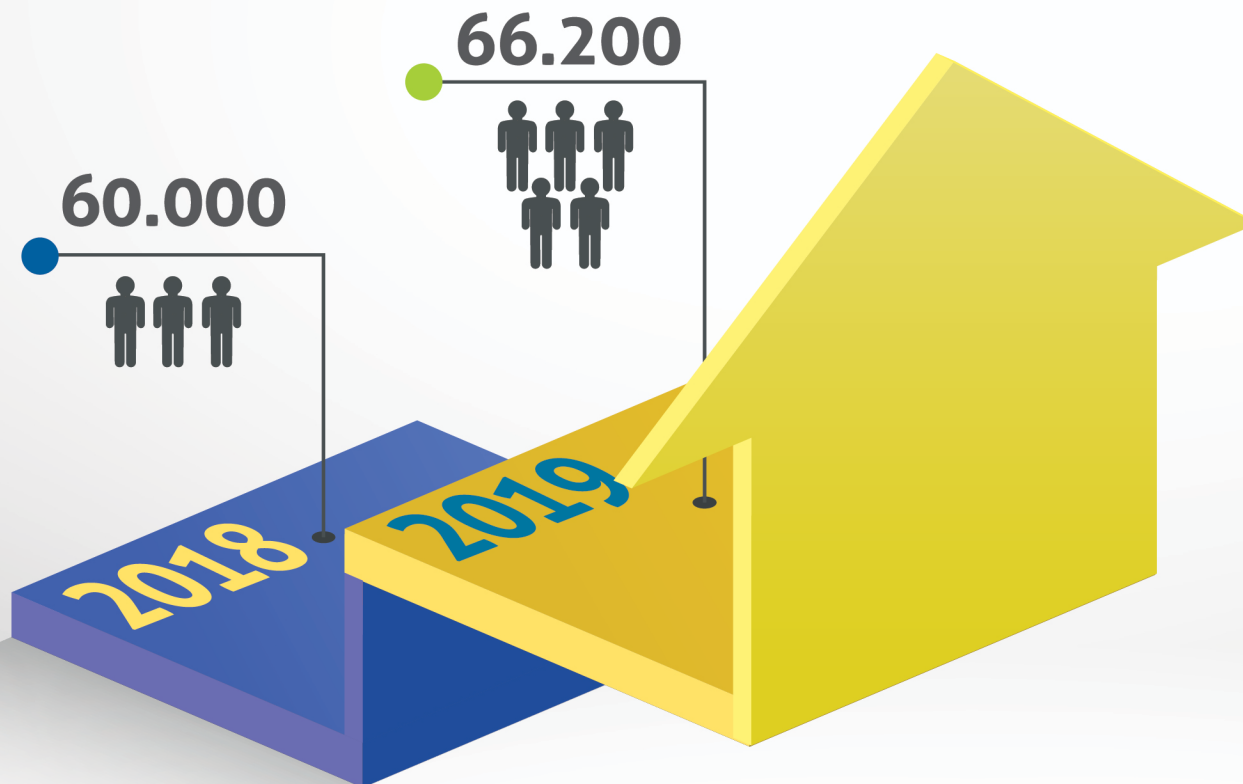


*"We had 20% more demand for our brand compared to last year, with the differential aspect of a more qualified public. The people who came were determined to know our business in depth. I believe there was a prior search, it was very positive. The tradeshow has improved a lot, it has well-built stands, which makes the tradeshow more beautiful and eye-catching for the public".*

**Felipe Rosetti, Director at Piticas.**



## ABOUT ATTENDANCE



**Over 10%**

increase in  
total attendance

**Over 3%**

increase in  
number of guests

**80% of exhibitors** confirm  
that ABF Franchising Expo is **the best franchise tradeshow in the world**



## INTEREST OF ATTENDEES PER SECTOR

FOOD	48,7%
SERVICES AND OTHER BUSINESS	34,4%
HEALTH, BEAUTY AND WELL-BEING	26,7%
LEISURE AND ENTERTAINMENT	20,7%
SHOPPING CENTRES AND COMMERCIAL POINTS	18,4%
COMMUNICATION, INFORMATION AND ELECTRONICS	18,2%
FASHION	17,5%
SUPPLIERS	16,9%
HOME AND BUILDING	14,5%
EDUCATIONAL SERVICES	13,7%
HOSPITALITY AND TOURISM	11%
AUTOMOTIVE SERVICES	10%
CLEANING AND CONSERVATION	9,7%
OTHERS*	8,5%
PERSONAL ACCESSORIES AND SHOES	1%

ABF Expo field survey: \*The entrance of shopping centre franchises and suppliers, among other sectors has reached 8,5% in the rating of tradeshow participant/attendee interest Food courts in Shopping Malls have 70% to 80% of franchise brands.

# ATTENDEE PROFILE



## Interested:

Wants to know or enhance knowledge on franchising. **47,39%**



## Entrepreneur:

Would like to invest / Open own business. **31,66%**



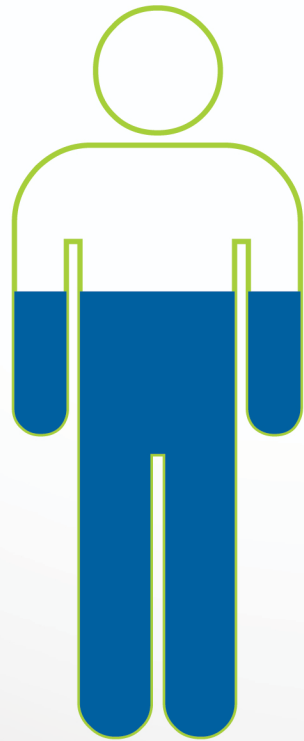
## Investor:

Wants to expand investment in franchise. **12,06%**

**More than 48% INTEND  
TO INVEST / OPEN A  
FRANCHISE IN UP TO 1 YEAR**

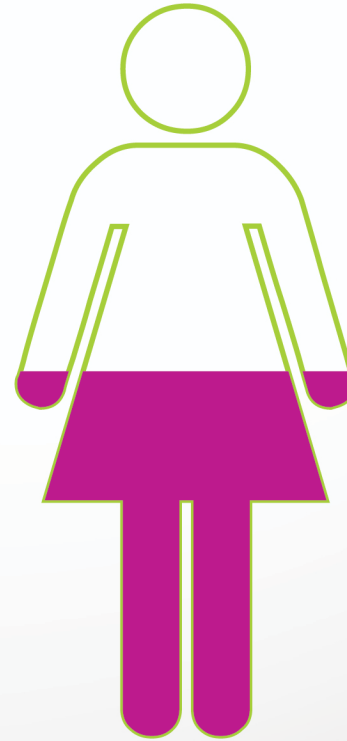
**53%** have up to **R\$ 200 thousand** to invest  
**15%** between **200 and 500 thousand**  
**5%** above **500 thousand**

# GENDER



Men

**63%**



Women

**37%**

# AGE RANGE OF ABF EXPO 2019 ATTENDEES



Below 25

**6,4%**



25 - 34

**30,3%**



35 - 44

**35,6%**



45 - 54

**18,8%**



+55

**8,9%**

## TOP 5 PER STATE

+ **42%**  
of participation from  
Southeast region

+ **8%**  
in South region

PR: **2,98%**

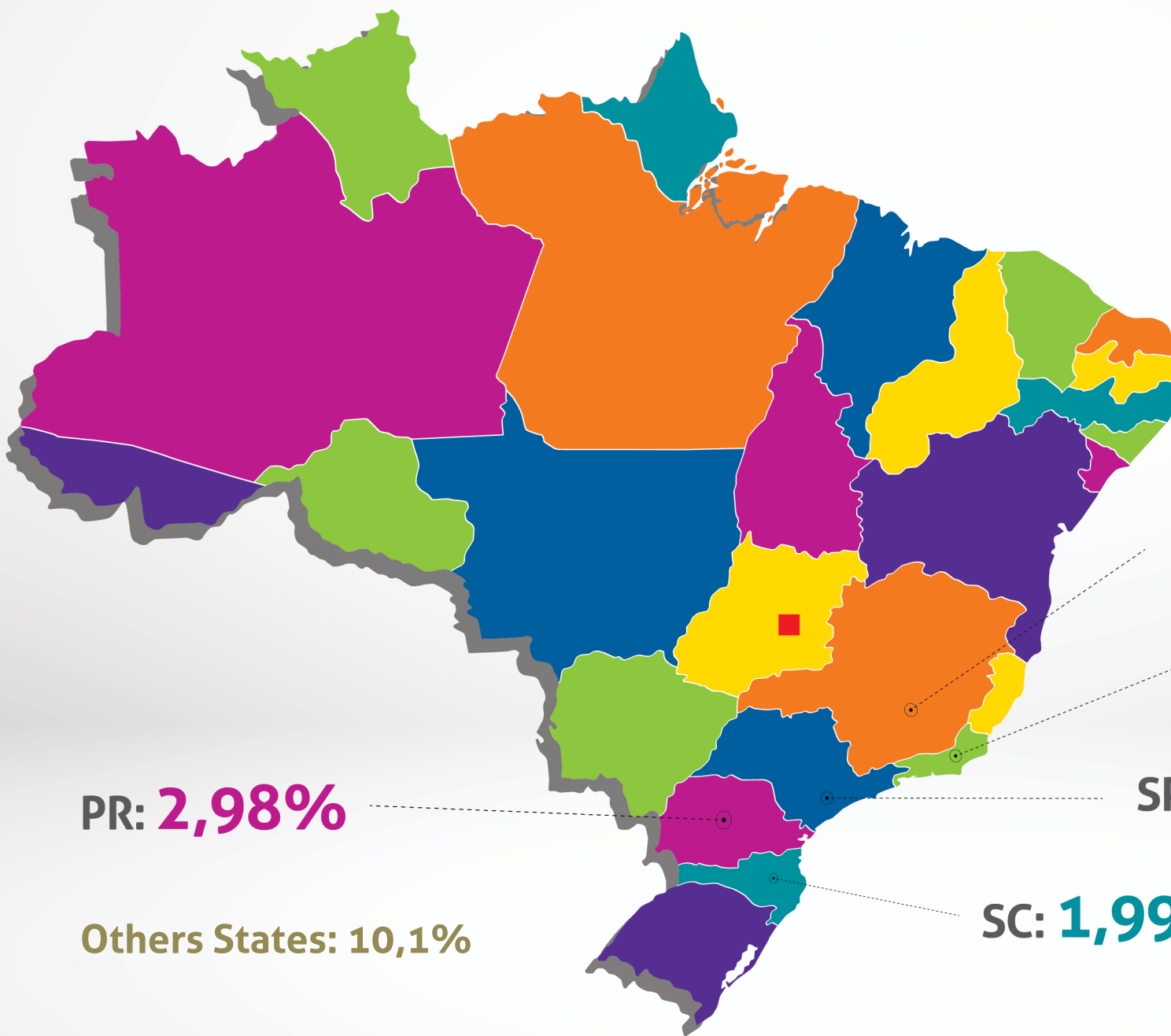
Others States: 10,1%

MG: **3,08%**

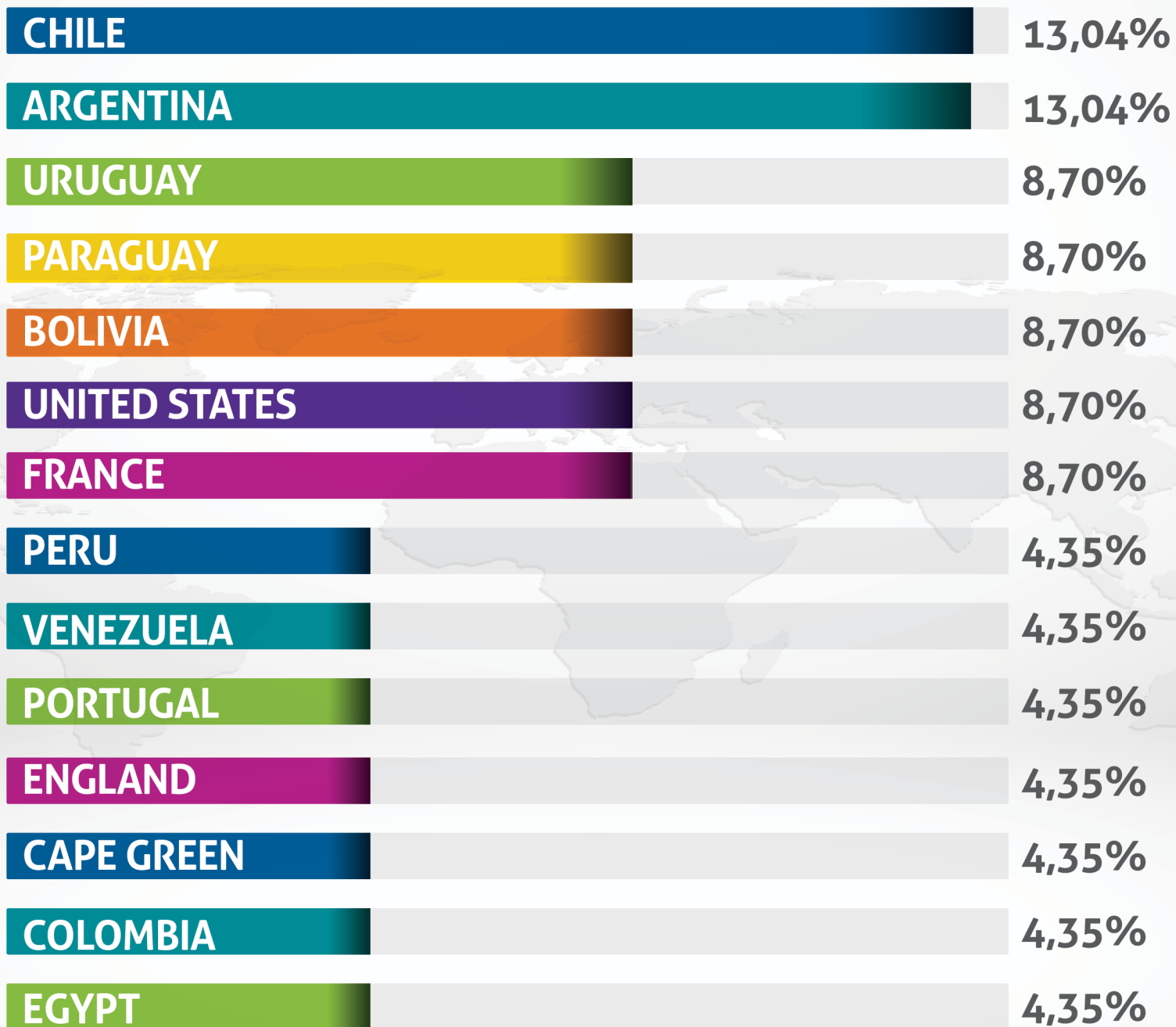
RJ: **3,55%**

SP: **78,30%**

SC: **1,99%**



# INTERNATIONAL ATTENDANCE PER COUNTRY





# **ATTRACTIONS ABF EXPO 2019**



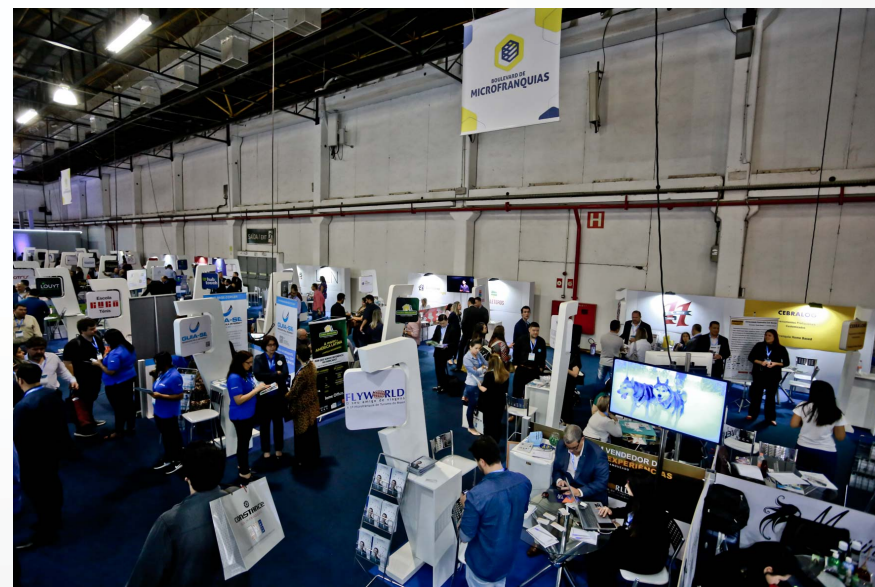


# MICROFRANCHISE BOULEVARD

An area dedicated to franchising business with **investments of up to R\$ 90 thousand**, gathering **over 40 brands** with novelties in different segments of the economy that follow this **business model, which is a trend** and attracts a huge audience at the tradeshow.

**Guia-se** - *"This year, in the Microfranchise Boulevard, we generated 114% more leads compared to last year. We hope to close four units due to the tradeshow. The climate in the country is fostering investment in franchises and everything points to a better outcome for us."*

**José Rubens Oliva Rodrigues, founder and CEO of Guia-se Negócios pela Internet.**



**MICRO FRANCHISING  
BOULEVARD**

# LAB ABF by Oasis Lab

An exclusive environment to introduce startups and companies, projects, business and innovation. Gathering solutions and technologies from different segments of the franchise and retail universe, focusing on projects involving chat bots, augmented reality, smart point of sales, delivery, credit, among others.



According to research made by ABF and CNS (National Confederation of Services)

**91,8%**  
of franchises introduced a new product or service between 2014 and 2016

**45%**  
of companies that have remained innovative implemented new equipment, techniques or software in their company



**LAB ABF**  
by OasisLab

# LAB ABF participating in 2019 edition



Chat Bot



Marketing  
Digital



Payment  
Methods



Online  
Reputation



Loyalty  
Programs



Augmented  
Reality



Smart Point  
of Sales



Team  
Management



Monitoring of  
Online Experience



Customization of  
Marketing Materials



Indoor Mapping  
and Analytics



Delivery for  
Retail Sector



Credit  
Solutions



Solutions for  
Digital Sign



Education



Cost Reduction  
Process



“We are an innovation hub dedicated to the retail sector. Our work is to join startups and companies to generate projects, business and innovation in every way. With LAB ABF, we can bring this proposal to ABF Expo, and generate more opportunities and innovation for the sector.”

***Ronald Nossig, partner at Oasis Lab.***



# Knowledge Arena

- 4 simultaneous stages, about different topics; presentations sold out
- Over 90 hours of free lectures – very successful public participation
- More than 3.200 participants

Qualified content for entrepreneur to increase knowledge and have direct contact with indispensable topics for those who want to enter franchise system, such as:

*Franchising Law 8955/94*

*Evaluating the Ideal Franchise for you*

*How to open a franchise in Portugal*

*How to assess your entrepreneurial profile*

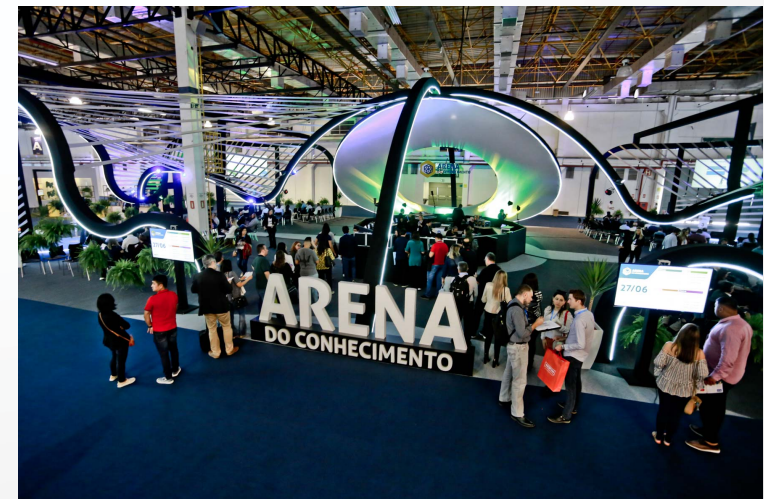
*How does Franchisee Selection work*

*Franchising Concepts*

*Tips to evaluate and choose a Microfranchise*

*Understanding the Franchise Contract*

*Steps to evaluate a Franchise*



# WORKING WITH FRANCHISING

The area **Setting up my Franchise** annually gathers suppliers specialized in franchising systems and they introduce different types of products and services, such as: IT tools, marketing services, geolocation, point of sales design and payment systems, in order to optimize operational costs.

**Franchising supplier solutions, commercial points in shopping centers, galleries and malls and much more.**

A unique opportunity for those who wish to have their own business with little investment and/or connect to partners to structure their business and find the ideal point of sales to open their franchise.



**WORKING WITH  
FRANCHISING**



# STAND DESIGN AWARD

The Award aims to encourage design as a strategic creation and business development tool. All the stands are assessed during the tradeshow by a judging commission coordinated by **RDI - Retail Design Institute**, which analyses several criteria: originality, innovation concept, relevance, layout and highlighted design, application of technology and equipment, use of materials and finishing, visual communication and signalling/graphics, visual merchandising and furniture.

Check out the 2019 winners:



Small (area up to 48 m<sup>2</sup>):  
**Outer. Shoes**



Medium (area between 49 and 99 m<sup>2</sup>):  
**Fuel**



Large (area above 100 m<sup>2</sup>):  
**Linx**



Innovation:  
**Magnólia**



# SUSTAINABLE STAND AWARD

The award recognizes and values exhibiting brands that adopt good socioenvironmental practices in their spaces, such as reduction in water and electrical energy consumption, recycling of stand, food waste and control of greenhouse gas emissions.



Prêmio  
Estande  
Sustentável

Check out the winners 2019:



Large (area above 100 m<sup>2</sup>):

**SANTANDER**

Assembler: 2R Locações e instalações



Medium (area between 90 and 99 m<sup>2</sup>):

**IGUI**

Assembler: PROGEU



Small (area from 50 to 89 m<sup>2</sup>):

**FEMSA COCA-COLA**

Assembler: J.I. Montagens



Micro (area up to 49 m<sup>2</sup>):

**MORDIDELA**

Assembler: Arquiplano

During the ABF EXPO the waste generated at the event is managed (using the system of selective collection of recyclable materials and environmentally appropriate disposal of waste during assembly, realization and disassembly). For the 8th year, there was the awarding of the Best Sustainable Practice Stands and we maintained the Carbon Neutralization action with the planting of 634 trees with the organization **SOS Mata Atlântica**, to offset the environmental impact generated by the event.

A group of nine people, five men and four women, standing together in business casual attire. They are smiling and looking towards the camera. The image is overlaid with a blue gradient and white text.

**SOCIOENVIRONMENTAL ACTIONS AT EVENT  
SUSTAINABLE COMPENSATION, SELECTIVE  
COLLECTION AND DISPOSAL**



**Plan to participate!**

**The next edition of ABF Franchising Expo  
is already scheduled for:**

**3 - 6 June 2020, at Expo Center Norte.**

[www.abfexpo.com.br](http://www.abfexpo.com.br)





Talk to our Commercial Team and discover the best investment options to participate in ABF EXPO 2020:

**COMMERCIAL TEAM:**

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