

The logo features the year '2020' in gold, 'GLOBAL' in blue, 'FRANCHISE' in black, and 'SHOW' in red. A globe icon is positioned between 'GLOBAL' and 'FRANCHISE'. Below the main text, 'INDIA 2nd EDITION' is written in black. The entire logo is set against a white diamond shape on a blue geometric background.

2020 GLOBAL FRANCHISE SHOW
INDIA 2nd EDITION

THE GATEWAY TO GLOBAL BRANDS IN INDIA

22-23 FEB, 2020

MUMBAI

POWERED BY

ExpanGlobalTM

THE WORLD WITHIN YOUR REACH





**ExpanGlobal is back again with India's only closed International
Business Matchmaking Platform
GLOBAL FRANCHISE SHOW -INDIA 2nd EDITION
February 22nd & 23rd 2020
India – Mumbai**

**Inviting Pre qualified 1000+ Business Groups and Entrepreneurs to meet face to face
with 60+ Global Brands for Owning Franchise Opportunities. Showcasing Brands
Across Food & Beverage ,Retail ,Education , Health & Wellness & Service Sector.**

ExpanGlobal™
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2019 **GLOBAL**
FRANCHISE
SHOW
INDIA EDITION

SHOW REPORT
FEBRUARY 17TH & 18TH 2019

Le Méridien, Windsor Place, New Delhi

What Global Franchise Show 2018 Delivered ?

[Click on the Link Below to have an overview of past year show :](#)

<http://expanglobal.com/Global%20Franchise%20Show%20Report.pdf>

ABOUT GFS 2019

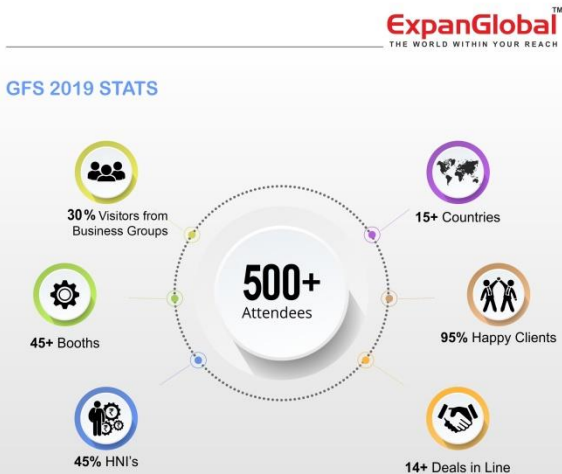
Organised by ExpanGlobal, the exhibition featured numerous major international brands, companies, and renowned experts with 80+ exhibitors from 5 different sectors attended the event, alongside more than 500 investors.

ABOUT THE EVENT

More than 80 brands from 15+ countries represented their concepts at the show. The slogan and concept of the show was: "India's largest international master franchise show" The event took place at the Le Meridien, Windsor Place, New Delhi on February 17-18, 2019. The two days exhibition drew the participation of:



GFS 2019 STATS



SOME OF EXHIBITORS AT GFS 2019

				
				
				
				
				
				
				
				
				
				more...

PRESS RELEASE



ExpanGlobal hosted International Global Franchise Show 2019

ExpanGlobal hosted India's largest international Global Franchise Show at IIT Madras from 16th to 17th February 2019, which was the first time an international franchise show was held in India. The event was organized by ExpanGlobal in partnership with IIT Madras. The show was a success, with over 500 exhibitors and 50,000 visitors. ExpanGlobal is proud to have hosted this event, which was a significant milestone for the company. The show was held at the IIT Madras Convention Centre, which is one of the largest convention centres in India. The event was a great success, and ExpanGlobal is looking forward to hosting more such events in the future.

ExpanGlobal is a leading international franchise company, and this event was a great opportunity for us to showcase our portfolio of brands to Indian investors. We are proud to have hosted this event, and we are looking forward to continuing our growth in India. The show was a great success, and we are looking forward to hosting more such events in the future. ExpanGlobal is a leading international franchise company, and this event was a great opportunity for us to showcase our portfolio of brands to Indian investors. We are proud to have hosted this event, and we are looking forward to continuing our growth in India.



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MARKETING AND PROMOTIONAL CAMPAIGN



2.3M
Social Media Impressions

500+
people were called and registered prior to the show

50K
Contacted by email campaigns

A comprehensive marketing campaign was conducted to ensure maximum exposure before, during and after event.

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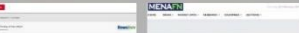
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Past Participants



Key Highlights:

- ✓ Brands participation across the globe from US, UK, Europe, Russia, Australia, GCC & Asia Pacific countries into various sectors like Food & Beverage, Retail, Education, health & Wellness & Service sector.
- ✓ 1000+ Qualified Investors Participation from pan India
- ✓ 60+ Exhibitors
- ✓ Exclusive (6ft X 8ft) Booth space for Participating Brands (Customization Available)
- ✓ Only Show in India focused on Pre Screened Investors Meetings
- ✓ Meet Business Groups/ owners who are looking to develop only Master/ Area Franchisee across Indian Subcontinent.
- ✓ A unique brand centric marketing Approach through mix of various marketing channels that includes Print Media, Digital Platform, Radio & TV commercials followed by pre and post show Press Releases
- ✓ Networking Lunch and Dinner

Show Deliverables

- ✓ **Inclusive Hotel Stay with Breakfast (5 Star category) for two nights (2 Pax)**
- ✓ **Marketing & Promotion as an associate partner Brand of ExpanGlobal**
- ✓ **6x8 sq. ft. Dedicated Booth Setup with standard Fit outs.**
- ✓ **15 + Qualified Meetings guaranteed as per Brand Investment & Operational Appetite**
- ✓ **Networking Lunch , followed by Dinner**
- ✓ **Pre assistance in Creating a Roll out and Go to Market Strategy for India**
- ✓ **Exclusive Press Release and Media Interaction**
- ✓ **Post show 3 month Leads Follow up and Support**

Strategic Investor Targeting & Audience Selection

Show will represent Diversified Business Groups ,High Net worth Investors and Local Investors.
ExpanGlobal will focus on below audience :

- Indian HNIs and business investors seeking master franchisors to expand business in India
- Corporate professionals looking at scalable entrepreneurial business models
- Existing Master Franchisees
- Entrepreneurs wanting to explore scalable, fast growth business opportunities
- Corporate looking to plug a new business model in existing business
- Funding Institutions looking to extend loans to high growth businesses
- CEOs / Directors / Owners looking to identify complimentary business opportunities

Marketing Campaigns for the show

Paid campaigns

- Linked In in-mail campaigns
- Facebook ad campaigns
- Google ad Words

Organic Campaigns

- Twitter
- Facebook
- Instagram
- LinkedIn Group – India Based

Blogs and Articles

- Word-press
- Storify
- Your Story

PR

- Releasing Press Release
- PR Wire News Agency
- Marketing In Times of India
- Radio Mirchi

ExpanGlobal would work on setting up quality meetings with different set of potential partners (Franchisees)



Booth Designs

- Dimension : 6ft (Width) X 8 ft (Length)
- 1 Table Standard Size
- 4 Chair
- 1 plug point

Note :

Customized both can be prepared
with Extra cost That Include :

- Facility for Television
- Extra Meeting Round Table



Participating Fees Structure & Deliverables

Silver Booth

Event Booth Participation

USD 4000 - 6x8 sq ft

- Marketing & Promotion as an associate partner Brand of Expanglobal
- 6x8 sq ft Dedicated Booth Setup with standard Fit outs.
- Minimum 15+Prefixed Meetings with potential partners
- Breakfast , Lunch , Evening Cocktail Followed by Dinner
- Inclusive Hotel Stay for Brand representative for two days (2 Pax)
- Pre assistance in Creating a Roll out and Go to Market Strategy for India
- Exclusive Press Release
- Post show 3 month Leads Follow up and Support

Gold Booth

Event Booth Participation (18 Sq Mtr)

USD 6000+Taxes - 6x16 sq ft

- Marketing & Promotion as an associate partner Brand of Expanglobal
- 6x16 sq ft Dedicated Booth Setup with standard Fit outs.
- Minimum 15+Prefixed Meetings with potential partners
- Breakfast , Lunch , Evening Cocktail Followed by Dinner
- Inclusive Hotel Stay for Brand representative for two days (2 Pax)
- Pre assistance in Creating a Roll out and Go to Market Strategy for India
- Exclusive Press & Media Coverage followed by Interview
- Post show 3 month Leads Follow up and Support

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T H A N K Y O U