

'IFS – International Franchise Show' holds an excellent track record of attracting big brands and has been steadily growing over **52 successful editions**, attracting **20,000+ visitors** from across Korea and the world. With **200+ brands** taking part in the show with over **500+ stands**, IFS is the largest international franchise show in Korea.

	2023 Spring	2023 Autumn
Date	March 30(THU) – April 1(SAT)	Oct 5(THU) – 7(SAT)
Vanue	COEX Hall C&D	COEX Hall C
Volume	200+ Brands, 500+ Stands, 20,000+ Visitors	
Host	 KFA 한국프랜차이즈산업협회 <small>Korea Franchise Association</small>	
Organizer	 In the business of building businesses 	
Program	Exhibition, Seminar, Business Presentation, Consulting, 1:1 Business Matching	

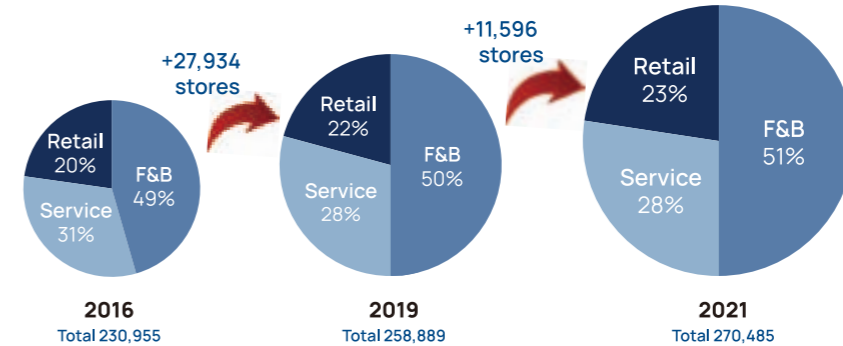


WHY KOREA?

1 HIGHLY MATURE, YET STILL GROWING MARKET

Franchise market size reached USD 120.8 billion in South Korea in 2021, with number of franchise stores and brands are reached to 270,485 stores and 11,218 brands.

No. of franchise stores in Korea



Source : The Korea Fair Trade Commission [www.ftc.go.kr]

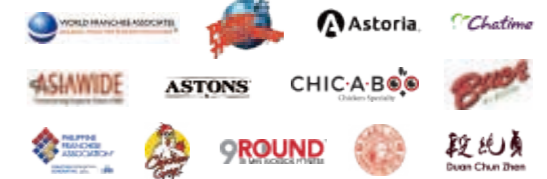
2 ATTRACTIVE MARKET FOR OVERSEAS BRANDS

Korean consumers are familiar with a developed, globalized market. They readily try new products and consistently seek out new trends and experiences, as well as ways to improve their lifestyle.

Successful global brands in Korea



Some of the global brands exhibit at 2022 IFS



How to success franchising in Korea?
YOU'VE GOT TO KNOW!

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1 QUALIFIED VISITORS WHO ARE READY TO INVEST

Among **21,152** visitors,
82% attended to identify trends in the franchising industry,
73% attended to find new field and item.
83% visitors are highly satisfied with the show and planning to return to next IFS.
 Especially, **88%** of investors are planning to develop a franchise or a master franchise in Korea.

* IFS Spring 2022

FIND THE ANSWERS @ IFS

2 ALL ABOUT FRANCHISE UNDER ONE ROOF

Alongside with enlarging F&B sector, which is the biggest market in Korean franchise industry, we are expanding non- F&B sectors such as retail, service to meet various needs.

IFS will be the best B2B sourcing platform among franchise industry, where suppliers can find the opportunity to deliver items in bulk quantities to Korean franchisors.

 F&B Zone	 Retail Zone	 Service Zone	 Consulting Zone	 Supplier Zone
Restaurants, Fast-food, Snack, Café/Tea, Bakery/Dessert, Pubs/Bars, Take-away/Delivery, Other F&B	Convenience store, Supermarket, Cosmetics/Fashion, Household goods/ Stationery, Pet Store, Self-service Shop, Specialist outlets	Education, Entertainment /Game, Beauty/Health, Senior care, Living convenience, Automotive, Others	Finance, Insurance, Law, Marketing, Others	Retail equipment/Technology, Payment/Security system, POP/ Signage, Furniture/ Interior, Store supplies, Business consulting, Accounting/Tax service, Others



International Franchise Show

IFS

2023 Show

Mar 30 – Apr 1
 COEX, Seoul

Oct 5 – Oct 7
 COEX, Seoul

