



Media Contact:
Elayne Sommers
954-893-9150
esommers@fish-consulting.com

The Future of Franchise Business Opportunities Examined at Franchise Expo South on Miami Beach, January 20-22, 2012

- Southeast's Largest Franchise Show Attracts Thousands from South Florida, Latin America and Caribbean -

Miami Beach, FL - January 05, 2012– In 2011, gourmet burgers, cupcakes and frozen yogurt topped the list of popular franchise trends. To start the New Year, The Sixth Annual Franchise Expo South returns to South Florida on January 20-22, 2012 affording visitors a unique opportunity to see what the future of franchising holds. From the basics of buying a franchise to launching a brand internationally, the show will address today's hot topics, as well as attract thousands of entrepreneurs, current franchise owners, and returning veterans interested in owning their own franchise business. Sponsored by the International Franchise Association, the Expo will be held at the Miami Beach Convention Center and will feature educational seminars and conferences, several of which have been approved for Certified Franchise Executive (CFE) accreditation, in addition to the franchisor exhibits on the tradeshow floor.

"Franchising is very important to South Florida's economy, as it creates business opportunities for entrepreneurs and more local jobs, especially for the thousands of American troops who will be re-entering the workforce next year," said Tom Portesy, president of MFV Expositions, producers of Franchise Expo South. "In fact, more than 825,000 franchises support 18 million U.S. jobs and contribute \$2.1 trillion to our nation's economy, proving that franchising has a significant impact."

After three years of restrained growth, due to the recession and its lingering effects, franchise businesses show signs of recovery in 2012, with establishment growth forecast at 1.9 percent, according to a new report by IHS Global Insight for the International Franchise Association Educational Foundation. [The Franchise Business Economic Outlook: 2012](#) forecasts modest growth in the number of establishments in each of the 10 business lines in the report, including automotive, business services, commercial & residential services, lodging, personal services, quick service restaurants, real estate, retail food, retail products & services and table/full service restaurants.

Franchise Expo South is designed specifically to allow prospective franchisees to discover which types of businesses match their needs. The tradeshow is a forum for potential candidates to do their research in

person and meet with franchisors to ensure their potential investment is an ideal match. The expo floor will feature hundreds of exhibitors from food to professional service franchises including Hardee's, The Original Brooklyn Water Bagel Co., Baskin-Robbins, EmbroidMe, Lucille Roberts, Red Mango, Sign-a-Rama, and Wireless Zone, along with thousands of attendees.

“Franchise Expo South offers the chance for franchise businesses to differentiate themselves from the rest of the competition as they connect with potential new small business owners across South Florida, Latin America and the Caribbean,” said Portesy. “We welcome members of the community to explore the many different franchise opportunities available to them and learn about the benefits of owning a franchise business at the Franchise Expo South.”

For more information about attending Franchise Expo South, please visit www.franchiseexposouth.com.

About MFV Expositions:

MFV produces the leading franchise events worldwide. These global events consistently bring together franchise concepts, at all investment levels, with the most qualified visitors seeking to own their own business. For access to online franchise opportunities, MFV also offers web-based resources, lead management tools and solutions for generating sales. For more information about MFV Expositions, visit www.mfvexpo.com or call 201-226-1130.