

# International Franchise Expo 2024

Step into the world of franchising at the International Franchise Expo (IFE), hosted at the Gallagher Convention Centre from July 20th to 21st, 2024. Whether you're an experienced entrepreneur, or you're new to the franchise market, the IFE will help you explore the benefits of owning your own business franchise.

## The Importance of Franchising

In the face of global economic challenges, franchising has become a symbol of success. Consistently demonstrating long-term sustainability and a promising future, it has proven its resilience over the years. In the last six decades, franchising has evolved into a substantial driver of South Africa's GDP, constituting 15% through a network close to 800 franchise systems. Spanning across fourteen sectors, the country hosts 68 000 franchises, providing employment for close to 500,000 individuals.

"The unifying factor that unites franchising globally," says Fred Makgato, CEO of the Franchise Association of South Africa, "is the determination to overcome the obstacles we all face to come out stronger as the world's economy recovers."

## What Can You Expect?

**Networking Made Easy** - The IFE provides an excellent opportunity for professionals to network with peers, industry experts, potential partners, and potential customers. From retail and fast food to automotive and DIY, education, health, beauty, and more, there is plenty of opportunity to network in new spaces.

**Improving your Knowledge** - The IFE promises the latest products, services, and trends across a variety of industries. You can learn more about new technologies, compare multiple products, and gain valuable experience with the latest innovations in any space you are interested in.

**Promoting Your Brand** - The IFE is a fantastic opportunity for you to increase visibility on your brand. Becoming an exhibitor at the expo offers you a massive audience of potential customers and partners and gives you a chance to showcase all your best services and products.

## Event Details:

**Date:** July 20 – 21, 2024

**Venue:** Gallagher Convention Centre, Johannesburg, South Africa

**Visitor Registration:** [Click here](#)

**Exhibitor Registration:** [Click here](#)

For more information visit [www.ife.co.za/](http://www.ife.co.za/)

**Date:** 20 July 2024 to 21 July 2024

**Time:** 09:00 - 17:00

**Venue:** Gallagher Convention Centre, Midrand, Gauteng | 9 Richards Dr, Halfway House, Mid, Johannesburg