

Organizes:

SHOW2B

FIS Franchise
Innovation
Summit

15 - 16
OCTOBER 2025
Riyadh Air Metropolitano
MADRID

Promotes
AeF
Asociación Española
de la Franquicia

Main sponsor:

BBVA

Visitor's Guide

Madrid | Estadio Riyadh Air Metropolitano | Gate 34 Entrance
October 15-16th | 9.30am -6.30pm

Dear visitor,

Welcome to the second edition of the **Franchise Innovation Summit**, the leading meeting point for the growth of expanding brands, promoted by the **Spanish Franchise Association (AEF)**.

Here you'll find everything you need to make the most of your experience at **FIS 2025**.

Where and when?



15 - 16th October 2025
from **9.30am** to **6.30pm**

[Add to calendar](#)



Estadio
Riyadh Air Metropolitano

[See on Maps](#)

How to get here?

Metro

- Line 7 - Estadio Metropolitano
- Line 2 - Las Rosas (15-minute walk).
- Line 5 - Canillejas (15-minute walk).

Parking

Free parking spaces available

Bus Lines:

223 - 286 - 38 - 288 - E2

FIS

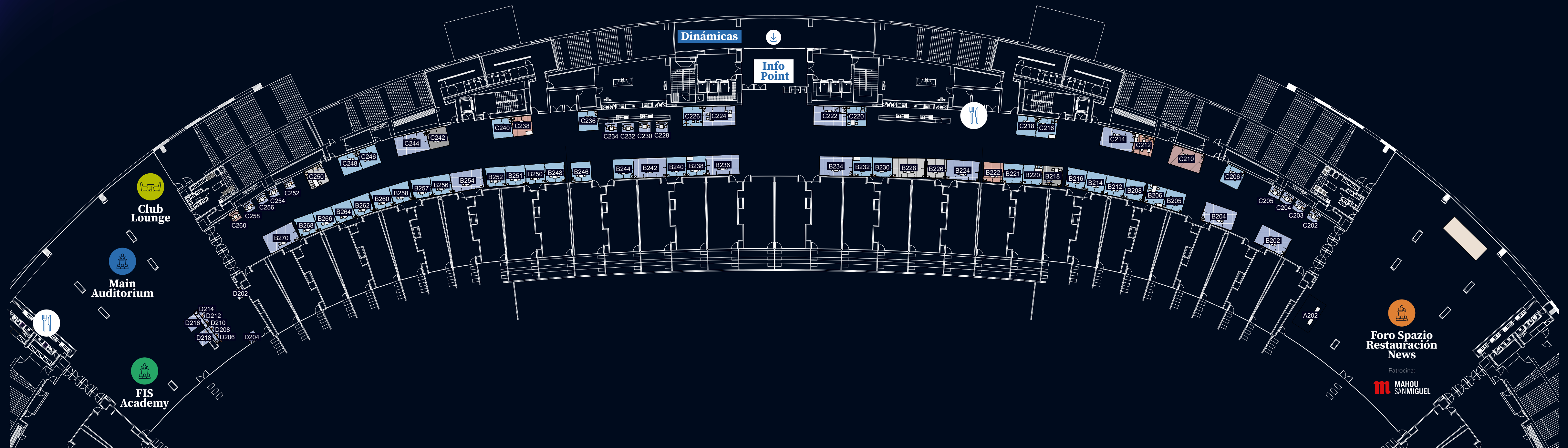
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Exhibitor List

SOCIO AEF	A202	REM - Relaciones Empresariales del Mediterráneo	SOCIO AEF	B232	MIDAS	SOCIO AEF	C204	CASAFARI SPAIN	SOCIO AEF	C232	WANATOP
SOCIO AEF	B202	La Mafia Se Sienta a la Mesa La Boutique Trattoria Viajera Ditaly	SOCIO AEF	B234	AEF- ASOCIACIÓN ESPAÑOLA DE LA FRANQUICIA		C205	THINK ON DIGITAL	SOCIO AEF	C234	T4 FRANQUICIAS
SOCIO AEF	B204	ALSEA Domino's Pizza Foster's Hollywood Ginos VIPS	SOCIO AEF	B236	BBVA		C206	JLP GLOBAL Peru Mix Golden Fryers Mind Crunch'a	SOCIO AEF	C236	NATUZZI ITALIA
	B205	DULCE SAFARI	SOCIO AEF	B240	AYUDA T PYMES				SOCIO AEF	C238	EROSKI FRANQUICIAS
SOCIO AEF	B206	LA TAGLIATELLA	SOCIO AEF	B242	La Despensa Express					C240	GARANTY HOME
SOCIO AEF	B208	EMANANTIAL	SOCIO AEF	B244	TRASLOT 102		SOCIO AEF	C210		C242	MARCO ALDANY
	B212	TASTY POKE		B246	CARREFOUR EXPRESS			FOODBOX		C244	RICAMI VERONICA
	B214	NUMERO UNO STEAKHOUSE		B248	WALL STREET ENGLISH			LATERAL		C246	DAN JOHN ITALIA S.P.A.
	B216	PANARIA (Cia del tropico)	SOCIO AEF	B250	L'ORANGE BLEUE			MÁSQMENOS		C248	USTORE-IT
	B218	SANDWICH QBANO	SOCIO AEF	B251	MUNDO FRANQUICIA			SANTAGLORIA Coffee & Bakery		C250	ENERGIE FITNESS
	B220	GELATI DINO		B252	BANCO SANTANDER			PAPIZZA		C252	TENDER BUILDING
SOCIO AEF	B221	Ambiseint Marketing Olfativo & Ambientación Profesional		B254	BHOUT			VOLAPIÉ	SOCIO AEF	C254	AW LAB
SOCIO AEF	B222	ANYTIME FITNESS		B256	DEPILIFE			L'Obrador	SOCIO AEF	C256	SERHOGAR SYSTEM
SOCIO AEF	B224	BANCO SABADELL			TRIB3		C212	VEZZO		C258	SCHOOL OF ROCK
SOCIO AEF	B226	CENTURY 21		B257	PILAT3S			LA FRESERIA		C260	CLICKMI
SOCIO AEF	B228	ALCAMPO SUPERMERCADO, MI ALCAMPO		B258	OBJETIVO 17 ALLIANCE		C214	CI GUSTA REGGIO EMILIA	SOCIO AEF	D202	SDEYF CONSULTORES
	B230	GRUPO PROVALLIANCE LLONGUERAS FRANK PROVOST CARLOS CONDE JEAN LOUIS DAVID		B260	CURVES		C216	PAIS PROFESIONAL		D204	WING'S ARMY
					FERSOMATIC		C218	RODILLA		D206	URBAN HAUS
				B262	OPEN BLUE			HAMBURGUESA NOSTRA		D208	BPROT GLOBAL
				B264	PICA PICA		C220	ZENERGIE BODY AND SOUL		D210	RED VISTORIAS
				B266	DEPILCONCEPT		SOCIO AEF	C222		D212	RBK PRIME INTERNATIONAL REAL ESTATE
				B268	FLAPPERS			DIA		D214	IHOP
				B270	VIPKEL ARMY			REPLUS			APPLEBEE'S
				C202	NILFIT		SOCIO AEF	TRUE GAMERS		D216	FRANCHISING & PARTNERSHIP
				C203	Franchises Ms&Mr Language, SL		SOCIO AEF	CARMILA ESPAÑA		D218	EFDA- EGYPTIAN FRANCHISE DEVELOPMENT ASSOCIATION
					INDIA & LATIN AMERICA IP SME HELPDESK			FOURNIER			
					KOA SOLUCIONES			MOBALPA			
								SOCOO'C			

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Brands that inspire **passion**



Share your photos with the hashtags
#FIS25 #NuncaDejesDeCrecer

SEE YOU AT **FIS 2026**
JUNIO 17-18th / IFEMA MADRID

FIS Summit 2025

DISCOVER THE FULL SUMMIT PROGRAM

120 brands, 100+ speakers, and plenty to learn from leading figures in the world of franchising.

[Check out the full FIS 2025 program HERE](#)



#NEVERSTOPGROWING



Fitness Gathering

Group Training session with an Anytime Fitness coach on the inner terrace of the Riyadh Air Metropolitan Stadium, on October 14 at 6:00 p.m.



Franquitour

From October 13 to 24, using an official map as your guide, locals and visitors alike can follow a route through some of the flagship stores of brands participating in FIS 2025.



FIScup

Join the first FIS Foosball Championship on the terrace!
Show off your skills and leave your mark at the Metropolitano.
Win an exclusive Stadium Tour or the chance to take penalty shots on the field.



FISkathon

An in-person, themed hackathon connecting emerging talent with the franchising ecosystem to design innovative, sustainable, and next-generation business models. In collaboration with: FISkathon

OBJETIVO17



Beer tasting by Mahou San Miguel

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