

Press release - Monday May 19, 2025

## A FRENCHMAN ELECTED TO HEAD THE WORLD BRIDGE FEDERATION (WBF)

### Franck Riehm, a French entrepreneur who wants to modernize planet bridge

**Franck Riehm**, President of the French Bridge Federation (FFB), has just been elected to head the World Bridge Federation (WBF), following the early elections held this Friday, May 16, 2025.

### 100 million bridge players

At the helm of the French Bridge Federation since 2020, the Alsatian becomes the third Frenchman in history to assume the highest position in world bridge. The WBF federates **94 countries**, **528,728 licensed players**, and nearly **5 million online players on five continents**. 100 million people play bridge worldwide.

### A mandate to modernize and open up bridge to as many people as possible

Franck Riehm was able to convince **the representatives of the WBF's 8 continental zones** with a program structured around three main pillars :

- **Renew** the image of bridge, attracting and encouraging the younger generation to take up this sport of the mind.
- **Digitize** practices, support the 5 million e-bridge players already active and offer new connected playing platforms.
- **Modernize** governance and international competitions to meet today's challenges.

The aim of this ambitious project is to give the bridge a high profile, anchored in the customs of our time, based on human, participative governance that is connected to local realities.

### He reinvented bridge in France

In just a few years, Franck Riehm has transformed the French Bridge Federation into a modern, accessible player, notably by supporting bridge for schools, intergenerational bridge and digital bridge.



After graduating from ESSEC business school, he discovered bridge in the 80s. The card game became much more than a hobby: it became a veritable laboratory for strategy, analysis and human psychology, shaping his vision of the world.

In 1990, he co-founded the Flam's restaurant chain, with the ambition of democratizing the Alsatian flammekueche in a pleasant, accessible format. Flam's was a resounding success : **over 30 years later, Flam's is a national brand**, with a network of its own restaurants and franchises.

**At the helm of the French Bridge Federation since 2020**, he has set himself a mission: to reinvent bridge in France, making it more open, **modern, inclusive** and **connected to societal issues** such as social isolation, cognitive decline or the lack of dialogue between generations. He brings to this mission his strategic expertise, his culture of innovation and a profound desire to pass on his passion for the game.

« *Bridge has been at the heart of my life for 40 years. It has shaped my entrepreneurial strategic vision and today guides my mission to transform the WBF.* »  
– **Franck Riehm**

His election crowns an unwavering commitment, guided by the conviction that bridge is **a spirit sport with a global future**, capable of **bringing together all generations** and social backgrounds around an intellectually stimulating and profoundly human challenge to create lasting bonds.

Its vision is not only to preserve bridge's heritage, but to extend its reach, renew its image and **build bridges to the future**.

### Bridge around the world : key figures

- **94** WBF member countries
- **8** continental zones
- **528,728** members in one federation
- **5 million** e-bridge users

### ABOUT THE FRENCH BRIDGE FEDERATION :

**10 minutes** is all it takes to learn the basics of the game with the simplified initiation method, and the game starts immediately, either face-to-face or online. Players are immediately in a situation and quickly have fun. **1000 clubs organize tournaments for all levels**, every day, all over France. Initiation offered. Bridge schools offer free introductory sessions (the first 5 sessions are free), supervised by FFB-approved instructors. **100% inclusive, a source of well-being and conviviality**, bridge has more than one trump card up its sleeve. Emotions, suspense, thrills and adrenaline rushes, bridge can be enjoyed and shared without moderation, at any age. From age 6 upwards. Bridge is available in schools from the first to the last year of secondary school, and is used to reinforce learning, particularly mathematics. **The French Bridge Federation has signed an agreement with the French Ministry of Education since 2012.**

The World Bridge Federation is recognized by the International Olympic Committee. The FFB is present throughout France to organize, train, promote, develop and practice bridge. The leading European federation, and second worldwide after the United States, the FFB is an association under the law of 1901, approved as a national association for youth and popular education. It also represents French bridge at international level.

FFB PRESS KIT

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