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Fiera Milano

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SALONE FRANCHISING MILANO: THE 2024 EDITION KICKS OFF WITH MAJOR INNOVATIONS AND EXCITING OPPORTUNITIES

- *A growing sector: in 2023, business turnover reached nearly €34 billion (+9.9% compared to the previous year);*
- *Over 130 exhibitors on board, promising a wealth of opportunities;*
- *Support from key industry associations confirmed;*
- *From international expansion to omnichannel strategies: top-notch training opportunities await at the show.*

Milan, 24 September 2024 – Over 130 companies, new training initiatives, significant partnerships, and collaborations. Salone Franchising Milano is ready to welcome aspiring entrepreneurs as well as established business owners looking to grow: the franchising and retail event, organised by Fiera Milano, will take place from 26 to 28 September 2024 at Allianz MiCo. This year's edition brings fresh innovations in both layout and content, promising to exceed the success of previous years and providing new opportunities for both franchisors and franchisees.

According to Assofranchising, **the sector continues to grow at a strong pace**. In 2023, with significant investments to attract new franchisees, especially from major brands, and the emergence of new players, the franchise industry—now contributing **1.8% to Italy's GDP**—saw a **business turnover** of nearly **€34 billion**, a **9.9% increase** over the previous year. There are now 929 brands operating in Italy, with **65,806 stores (+4,664** compared to last year). The sector's impressive financial performance is also reflected in **employment numbers**, with a **13.8% increase**, adding 34,919 new jobs for a total of 287,767 workers.

OVER 130 BRANDS READY TO WELCOME NEW FRANCHISEES

The event is distinguished by its variety and quality. With **over 130 exhibitors**, the Salone Franchising Milano offers a remarkable range of opportunities. Many major brands have **confirmed their participation**, including **Eurospin**, the show's main partner, along with **Coop Lombardia** and **Crai Secom** from the large-scale retail sector. Big names in food and beverage, such as **McDonald's**, **Old Wild West**, **Tosca**, **Doppio Malto**, **LaYogurteria**, **Löwengrube**, **12Oz**, and **La Bottega del Caffè**, will also make a return, showcasing an array of innovative formats and concepts ranging from fast

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food to cafés, pizzerias, bars, and ice cream shops.

Fashion and personal care brands like **L'Erbolario** and **F**K**, along with specialty retail giants such as **Coin**, **Kids & Us**, and **Kipoint**, are confirmed for the 2024 edition as well. In addition, **Anytime Fitness** will be present, representing the rapidly growing health and wellness market.

Alongside these big names, which underscore the event's importance for discovering market trends and forging new partnerships, **several brands will make their debut**, drawn by the event's promise of inspiration and opportunity. Among them are **Alice Pizza**, **Smashie**, **Spritzzeria**, and **Tutto Capsule** in food, and **Naturhouse** and **Caddy's** in beauty, just to name a few.

The event's layout will once again be **organised into specific industry zones**, helping visitors quickly identify the sectors of interest. New features include expanded space for business meetings, thanks to a **brand-new Lounge** designed for comfortable, one-on-one discussions. Media professionals will benefit from two dedicated areas: the **Media Village**, offering a quick glance at specialised press, and the **Social Hub**, where attendees can share their social content and connect with the event's social media managers. Another highlight of this edition is the **Consultancy Area**, exclusively for franchisors and franchisees, where participants can book a session with consultancy firms for expert advice on business growth.

To further facilitate connections between exhibitors and visitors, a **dedicated App** has been developed, allowing businesses to showcase their brands and schedule appointments with potential clients. This digital tool will remain **active even after the event**, providing year-round networking opportunities.

ASSOCIATIONS AND ORGANISATIONS SUPPORTING THE EVENT

Franchising is closely tied to industry associations, and the Salone Franchising Milano will be supported by **Assofranchising**, **Confimprese**, and **Federfranchising**, alongside the National Council of Shopping Centres (**CNCC**) and the Union of Italian Restaurant Brands (**UBRI**). In collaboration with **Franchise Expo Paris**, the Milan event will be part of a larger European franchising community, creating a powerful network of contacts for franchisors.

WORKSHOPS AND MEETINGS: TRAINING AT THE CORE

Training remains a cornerstone of the Milan Franchise Show, which will feature **over 60 speakers** covering key topics for those looking to start or grow a franchise business.

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In collaboration with **Retail Hub** - a tech company for the world of retail that does innovation scouting and advisory by developing cutting-edge projects, and content partner of Salone Franchising Milano - the agenda will focus on two main themes: **strategic management** and **business development trends**. Discussions will cover **financial planning, international expansion, real estate, performance management**, and key sector trends such as **omnichannel approaches** and the **personalisation of customer experiences**, with a strong emphasis on **sustainability**.

To further underscore the event's commitment to education, the Salone Franchising Milano has teamed up with **Luiss Business School**, as its **Educational Partner**, which will launch an **Executive Programme in Franchising Management**, offering a comprehensive understanding of the franchise industry, its challenges, and opportunities.

Salone Franchising Milano will be held from **26 to 28 September 2024** at **Allianz MiCo**.

<https://www.salonefranchisingmilano.com>

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