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## **A SUCCESSFUL CLOSE TO THE 37th EDITION OF SALONE FRANCHISING MILANO: INNOVATION AND OPPORTUNITY TAKE CENTRE STAGE**

*The event was a hit, with 142 brands in attendance. The public flocked to the many educational sessions, setting the stage for next year's event in October 2025.*

*Milan, 1 October 2024 - The 37th edition of **Salone Franchising Milano** wrapped up with **great satisfaction**. Organised by **Fiera Milano**, the event attracted **142 brands**, each showcasing their business ideas to a motivated and highly qualified audience of aspiring entrepreneurs.*

Exhibiting companies, representing a wide range of sectors, presented their visions for the future, covering everything from retail and food services to personal wellness and business solutions. Each brand showcased its unique formula for success, drawing interest and curiosity from the many attendees during this three-day event filled with networking and exchanges. Several success stories emerged, many starting from the brilliant ideas of individual entrepreneurs or expanding from well-established local businesses into wider networks. The result was an inspiring display of best practices and success stories, with companies now looking to expand both in Italy and internationally.

Visitor attendance was also significant, with the **quality of participants** boosted by careful profiling, ensuring a highly engaged and attentive audience. Interest in the Italian market continues to grow, as evidenced by the presence of international buyers from 11 countries, notably Spain, Switzerland, and Romania.

There was also a strong focus on **educational content**, with **over 60 speakers** taking to the Main Stage. Training is crucial in the rapidly growing franchising sector, which demands professionals who are adaptable and well-informed on the latest strategies. From the shift towards omnichannel approaches to the challenges of sustainability, the sessions offered a comprehensive overview of the current landscape, addressing both new growth opportunities and the complexities of an evolving market.

Financial aspects, a key foundation for any business plan, were another focal point. Sessions explored both traditional and innovative financial models, including recent acquisition strategies by investment funds aimed at fostering

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sustainable growth for franchisors. In a context of significant expansion, internationalisation strategies were also essential, as were discussions on the property sector, crucial for identifying new locations.

Associations also played a vital role in adding value for companies, supporting franchisors and helping franchisees develop their businesses. At Salone Franchising, key industry bodies such as **Assofranchising**, **Confimprese**, and **Federfranchising**, as well as **UBRI** (Union of Italian Restaurant Brands) and **CNCC** (National Council of Shopping Centres), all contributed to the event, highlighting their active role in supporting franchising and retail expansion.

The success of the event was further bolstered by the participation of numerous partners – **Eurospin**, **KFC**, **Marni Group**, **Civing**, **YouBusiness Network & Grenke**, **Scalapay**, and **Luiss Business School** – who shared their expertise and supported various initiatives, helping to enhance the exhibition and the franchising sector as a whole.

The networking doesn't stop here, with the dedicated Salone **app remaining active** to encourage ongoing business relationships and further opportunities for stakeholders in the months to come.

Education, best practices, and opportunities for aspiring entrepreneurs will return next year, with the next edition set for **2 - 4 October 2025** at **Allianz MiCo**.

<https://www.salonefranchisingmilano.com>

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