

## AT FRANCHISING & TRADE OVER 12,000 QUALIFIED VISITORS

*Milan's commercial affiliation fair concludes a four day event confirming that it is the most important event in the Italian fairs system*

Milan, 27 October 2009 – The 24th edition of Franchising & Trade was concluded yesterday evening in fieramilano, confirming its role as the **leader in this sector in Italy**. In fact, this event proposed innovations and services orientated towards an increase in quality, in both the standards of the products being exhibited and the types of visitors.

This objective was fully achieved, as demonstrated by the fact that in the four days of this event **an interested and motivated public** visited the fair, aware of the opportunities that the franchising market has to offer. Thanks to the tools proposed by Franchising & Trade, exhibitors and visitors were able to optimise their presence at the fair, with planned and focused meetings. Through the Matching Program, franchisors and aspiring franchisees pre-registered on-line, respectively specifying their interests in the opportunities on offer, to then meet up in the fair on the basis of this affinity.

The objective in terms of the number of visitors was also attained: over **12,000 qualified visitors, 12% more** than the last edition, without counting over 2,500 professional operators from Host and Wellness Spa & Beauty, which were jointly held in fieramilano, who were able to participate in the event.

A positive result also due to the cooperation of many exhibitors, who for the first time contributed to communicating the event and its contents, demonstrating how being a system is a key success factor.

The Franchising & Trade project, which supports franchisees and franchisors in developing their business activities will not stop with the conclusion of the event: in the coming months it will be carrying out activities to ensure the continuation of the dialogue in the franchising sector initiated in the pavilions.

Strengthened by its success, the “**becoming self employed**” project took off during the fair in an events area in which seminars were held, help desks were open and franchising lessons were given. In four lounge areas the two **doctor “Shop”** events and the two **doctor “Me&Myself”** events resulted in meeting and **providing consultancy for 185 visitors**. In particular, the selling process and customer relations were analysed in the doctor “Shop” events, while in the doctor “Me&Myself” events, attitudes and business competences were evaluated. The “Becoming self-employed” project will continue throughout the year and will be re-proposed in Italian and International events, which during the year will accompany the operators of this sector versus the 25<sup>th</sup> Franchising & Trade fair, in the autumn of 2010.

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