



FIERA MILANO



RETAIL & FRANCHISING VILLAGE

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A WEALTH OF EXHIBITORS AND EXCELLENT CONTENT: SALONE FRANCHISING MILANO PREPARES THE 2024 EDITION

With over 70 brands already present and the return of Eurospin as Main Partner, the event confirms its position as a reference point for its sector. The important training proposal, for becoming the entrepreneurs of tomorrow, is back.

*Milan, 7 May 2024 – Many companies have already chosen **Salone Franchising Milano**, the event dedicated to franchising and retail organised by **Fiera Milano** and **scheduled to take place from 26 to 28 September 2024 at the Allianz-MiCo in Milan**, to present the opportunities their business offers to aspiring franchisees. Many of those present at last year's edition are returning, such as Eurospin, which has confirmed its role as Main Partner of the event.*

The offering of the exhibition is therefore shaping up, and will not fail to include a packed schedule of training events.

MORE THAN 70 NAMES TO DATE, READY TO TELL THE STORY OF THE INDUSTRY

*The next edition of the Salone is taking shape. More than **70 brands are already on board, representing the major sectors from large-scale retail to food, all kinds of services, fitness, beauty & fashion.***

*The success of the 2023 edition **meant that 40% of the brands in attendance last year have confirmed they will take part this year too.***

There are also many brands that did not participate last year, as well as new initiatives with international associations and brands.

*The return of **Eurospin** as Main Partner of the event is proof of the excellent results achieved by the last edition and the desire to ensure continuity and consolidate them. The company, among the leading large-scale retailers, has decided to confirm its role and commitment by pooling its know-how and experience in retail and franchising. Eurospin will be present with a dedicated area, where visitors will be able to receive specific information from the Franchising Team, in order to gain a deeper understanding of the world related to the brand, how to open a Eurospin store and the lead times required.*

*"The experience gained with the 2023 edition of Salone Franchising Milano and the results obtained in terms of visibility, contacts and qualified individuals in attendance, made the decision to reconfirm as Main Partner of the event also for the 2024 edition very simple," - comments Eurospin Italia Chairman **Alessandro Penasa**. "The collaboration with Salone Franchising Milano was of the highest level and the results were evident and tangible. We are convinced that the 2024 edition will also be a success in every respect, once again reaffirming the importance of franchising as the business formula of the future."*

TRAINING FOR GROWTH. WORKSHOPS AND MEETINGS AT THE EXHIBITION

Entrepreneurial initiative and business knowledge are only the beginning of a positive journey that can turn anyone into a successful entrepreneur. Offering insights on the most important topics for becoming a franchisee, an excellent training proposal, which was very successful during the last edition, returns to Salone Franchising.

Salone Franchising Milano 2024 will host a vast range of industry experts, franchisors, franchisees, retailers and representatives of the major Franchising and Retail Associations. Participants will have the opportunity to immerse themselves in crucial topics such as strategic development, international expansion, performance management and more besides.

The show's agenda offers a comprehensive overview of market trends in the franchising and retail sector, exploring topics such as advanced development and management strategies, cooperation with institutions and associations, investment and capital raising, challenges and opportunities in modern franchising, and innovation in retail, to name but a few.

Salone Franchising Milano **will take place from 26 to 28 September 2024 at Allianz Mico**

<https://www.salonefranchisingmilano.com/>