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Milan hosts the 24th Franchising & Trade show

Milan's Franchising & Trade exhibition is aiming to provide a solution to the economic crisis. The show, which is due to take place in Milan on the 23-26 October, is expecting to feature over 240 brands and attract over 10,000 visitors.

Corrado Peraboni, Managing Director of Fierera Milano Expects which organises the event, said: "A crisis beater? Franchising is certainly that. Franchising gives people on the sidelines of the job world a chance to set up their own business and take a calculated risk. On the one hand they can count on the technical assistance, background and organisation of a well-established brand and, on the other, they know beforehand exactly how much they'll be risking.

Franchising benefits both the businesses looking to franchise and entrepreneurs wanting to start their own business. Franchising & Trade 2009 provides a meeting place for franchisors and those wanting to start their own business via franchising.

To ensure these meetings are as effective and fruitful as possible, this year Franchising & Trade again provides the Matching Program. Exhibitors can register their offers and details of the kind of franchise owners they're looking for. Potential franchise owners can pre-register at www.franchising.fieramilanoexpects.it and specify the line of business they're interested in, the amount they want to invest and the geographic area they want to work in.

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Corrado added: "There is an amazing varied choice nowadays. The range goes literally from chicken on a spit to travel. From the more classic sectors, such as real estate, to the more unusual, because when a new idea emerges from the experimental phase it tends to establish itself through franchising."

There are numerous exhibitors who have already confirmed their

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booking for the next Franchising & Trade. The product categories represented are numerous. Food-service presents the greatest variety: Burger King and Yo Yogurt; a brand new chain, Sfiziomisto, which serves sweet or savoury quick meals, from spaghetti to ice cream; plus the food-on-a-spit prepared by E Arrivato Paolino.

Personal care and health is another growth sector: this is the case of Esperienza Benessere and its range of devices based on ozone technology; or Diva beauty centres. The more original ideas include dating agencies, such as Meeting. Almeida Viaggi high-tech travel agencies come from Spain. Eni an energy colossus, proposes sales of gas and electricity through Gas & Power. Or you can opt to become an advertising entrepreneur with Jumbo Screen's maxi screens, or with Scrokkofone, a special phone booth that offers free calls while the caller sees advertisements.

Of course, there are all the classic sectors: from clothing (Adolfo Dominguez, Camomilla and Ingram are just some of the brands and there's also a rich variety in children's clothing through Level, Mirtillo, Cycleband or Bello) to household goods (Kasanova, Riccardo Corredi).

Source: franchise-international.net

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