

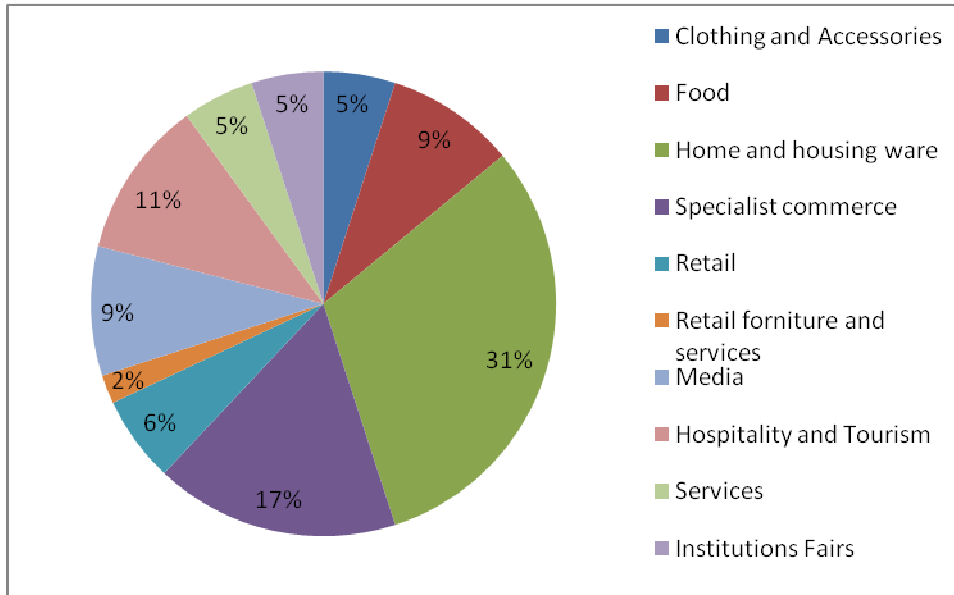
ROMA EXPO FRANCHISING 2010 **Follow up**

Roma Expo Franchising, the annual exhibition of franchising and new distribution formula organized by Gruppo Publimedia, has come to the end of its eighth edition. Promoted by the Italian Franchising Federation together with the Rome's Confesercenti Provinciale, it has boasted the prestigious sponsorships of the Council of Ministers' Presidency, of the Ministries of Economic Development and Labour and Social Policies, the Same Opportunities Department, as well as the support of the Region Lazio and the Chambers of Commerce of Rome, Bari and Genoa. Just these last ones, by means of their contributions and supports, have encouraged the participation of many Italian businesses, and have given, at the same time, a strong signal of the engagement of the Italian Chambers' system for the Country's economic revival.

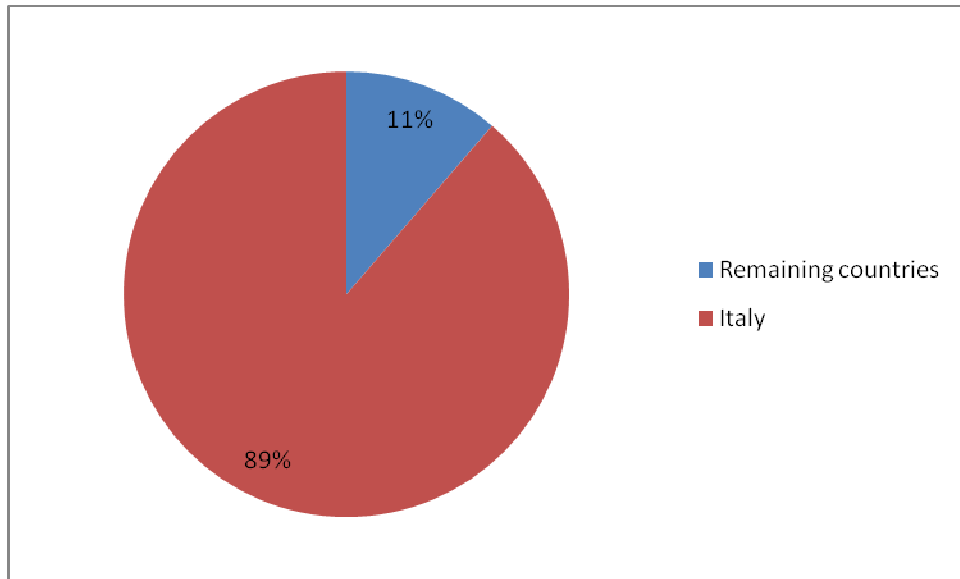
Important partnerships have been realized by its organizers with the most renowned economy and franchising media like *AZ Franchising* (JRP Publisher), *Millionaire* (Degiovanni Publisher), *Lavorare* (Lavorare Srl) and the web portals *Infofranchising.it*, *Lavoroformazione.it*, *acfranchise.tv*, *franchisekey.it*, *betheboss.it*, *bakeca.it*, *cliccafranchising.it*, *okfranchising.it*, *tuttifranchising.it*, *quadrantefranchising.it*. As much decisive has been the cooperation of the most representative franchising associations: Italian Franchising Federation, Rome's Confesercenti Provinciale and Assofranchising.

Once again, the institutional, media and dealing partners, the most important institutions promoting trade and the exhibitors' perseverance, genuine expressions of the Italian franchising dynamism, have proved that our market is not only alive, but also places in franchising many expectations for the Country's revival and economic growth.

Going into specific details, the show counted more than hundred ten exhibitors, foreign too, representing most of the product sectors. Among the largest ones, have been recorded Home and housing ware (31%), Specialist commerce (17%), Hospitality and tourism (11%), Food and Retail (9%).



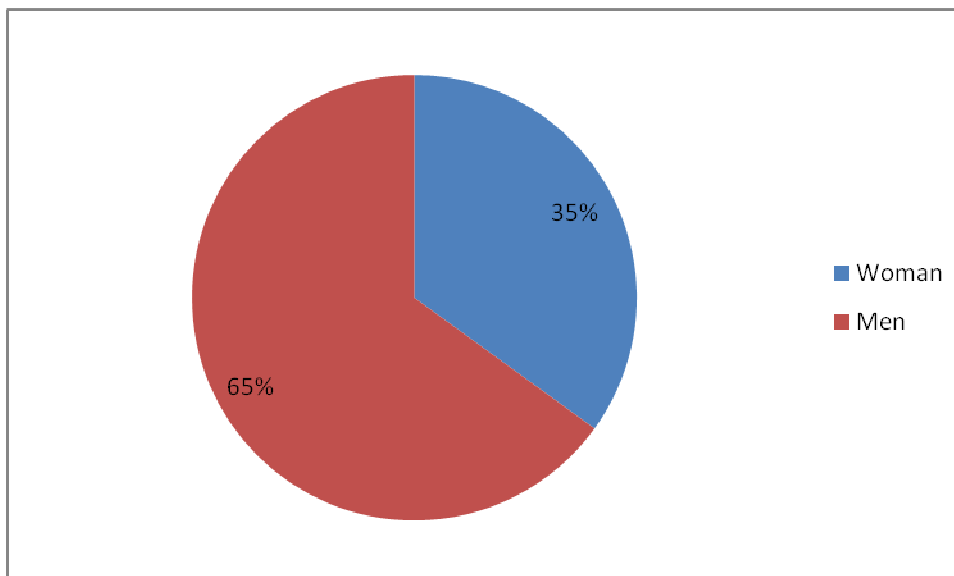
With reference to their Country of origin, the 2010 edition attracted more than 10% foreign participants. Such this relevant and new figure proves the interest in the Italian market, particularly of Middle Italy, for new opening of dealers referable to overseas formats, clear sign of how much the roman market place is acknowledged like a new bargaining and recruiting place in the international ambit too. In order to strengthen this thesis, Roma Expo Franchising got, just before the opening, the title of "International Fair" as a fair acknowledgement of the Region Lazio.



Among the overseas exhibitors, special importance has to be given to those coming from Europe (particularly Austria, France, Rumania, Spain), USA and Australia.

Clearly high has been the number of visitors: eleven thousand people crowded the show's stands and passages all along the three opening days, recording a 20% increase as regards the past edition. After the decrease connected to the 2009 economic crisis, this figure is a remarkable sign of the Italian economy and trade's revival. The organizers' decision to offer visitors, once more, the free admittance on recognition has been a further evidence of both their undertaking to support franchising and optimism related to the consumption revival. The flow of people has made it possible, by means of the above recognition, to outline the average visitor's pattern, essential instrument of marketing in order to monitor both the Roma Expo Franchising's progress, from his inception to the eighth edition, and the communication strategies implemented. Such way of analysing aims at improving the future events' performance in order to maximize all the participants' outcomes.

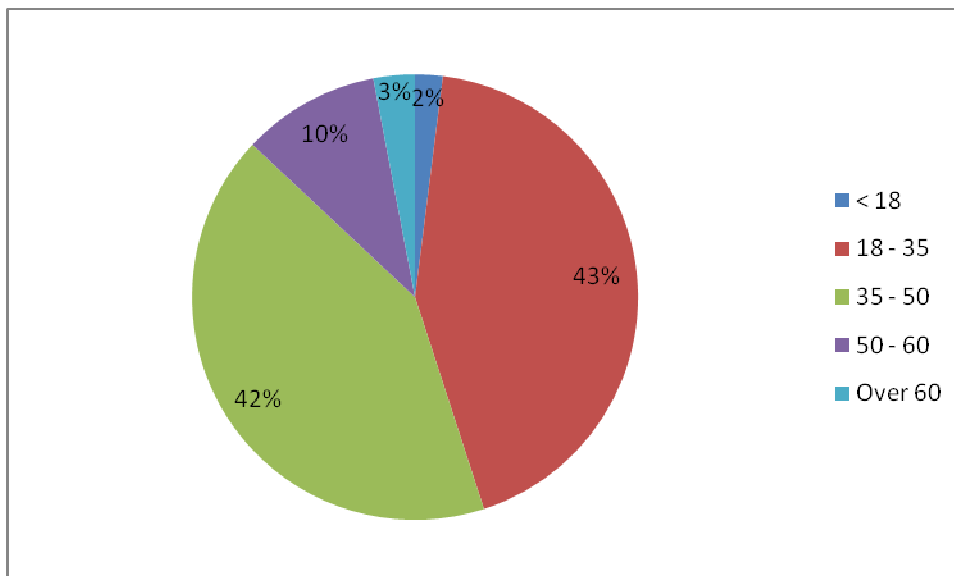
The average visitor of the 2010 edition is a man with a prevalence of 65% on women, in confirmation of the past year's trend. Anyway, the 35% of female visitors has to be seen, from one side, as the proof that more and more women see career opportunities in franchising and, from the other one, that franchising, today, is not regarded anymore as a commercial tool for men only. It has to be remarked, besides, that such figure could have been misrepresented by an incidental situation not easily avoidable: usually the women came with their fellow men but these men registered themselves only, so distorting the above pink percentage.



The programme, full of formative and informative initiatives about franchising, besides the advice and support activities realized by the sector association attending the show, made even richer its offer both for whoever already works, and for who plans to work in the franchising world.

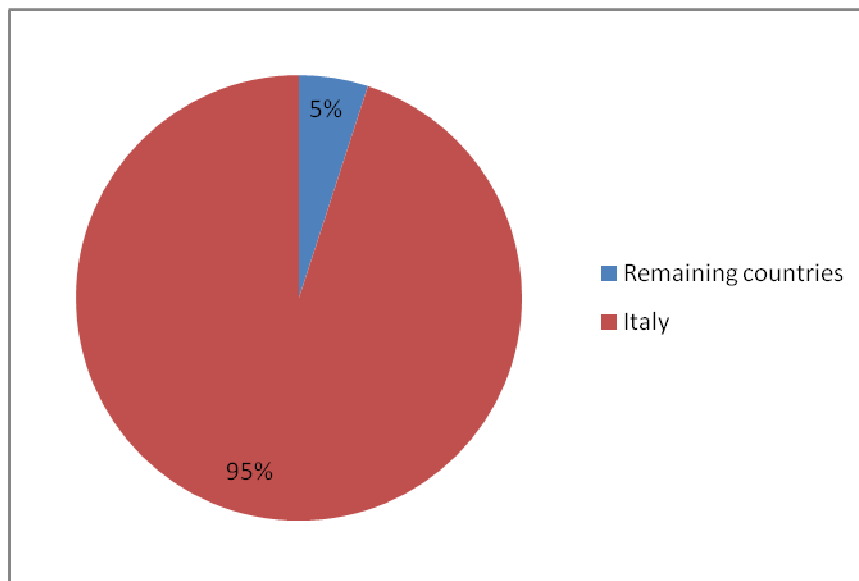
From the analysis of the visitors age we have to notice that the largest band of the Roma Expo Franchising public belonged to the one 18 – 55 years (85%).

The reading of these data confirms that franchising is a formula appreciated by the future entrepreneurs, the youngest ones included, because of its capacity to limit the risks connected to a dealer opening thanks to the support and the reliability of a well-known brand. It is just this business' risks reduction, due to its well-established know how and to its trade and communication policies that constitutes the best advantage of franchising for new entrepreneurs who get, by means of that formula, immediate visibility, greater outcomes and guaranties of success, otherwise very difficult to get.



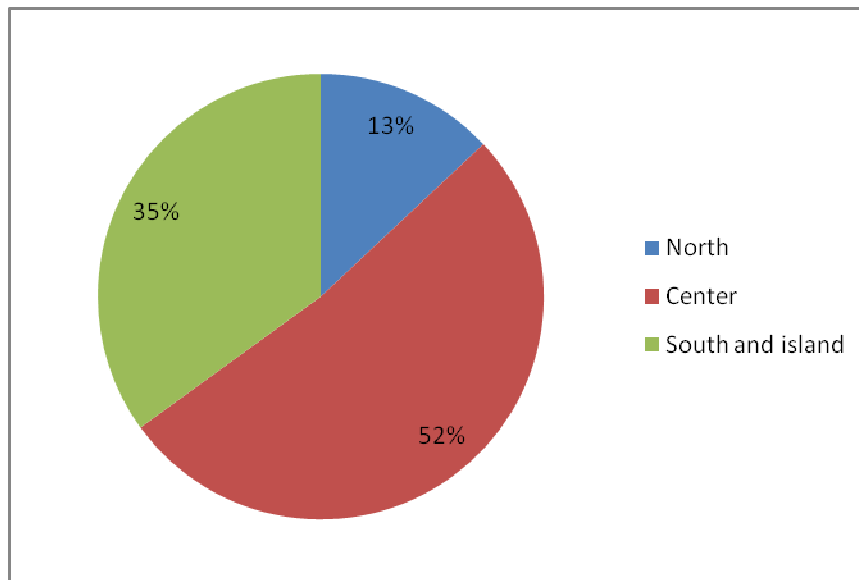


With regard to the visitors' place of origin, the following data confirm how important this exhibition has become on international ground. Even though the largest part of them was Italian, a fair percentage of visitors, not to underestimate, were from abroad. Owing to the international communication strategy the organizers carried out, the percentage of visitors coming from abroad, particularly from European Countries like France, Ireland, Luxembourg, Rumania, Russia, Serbia, Spain, Area of Magreb and South America, has even more consolidated its past year percentage (5%).

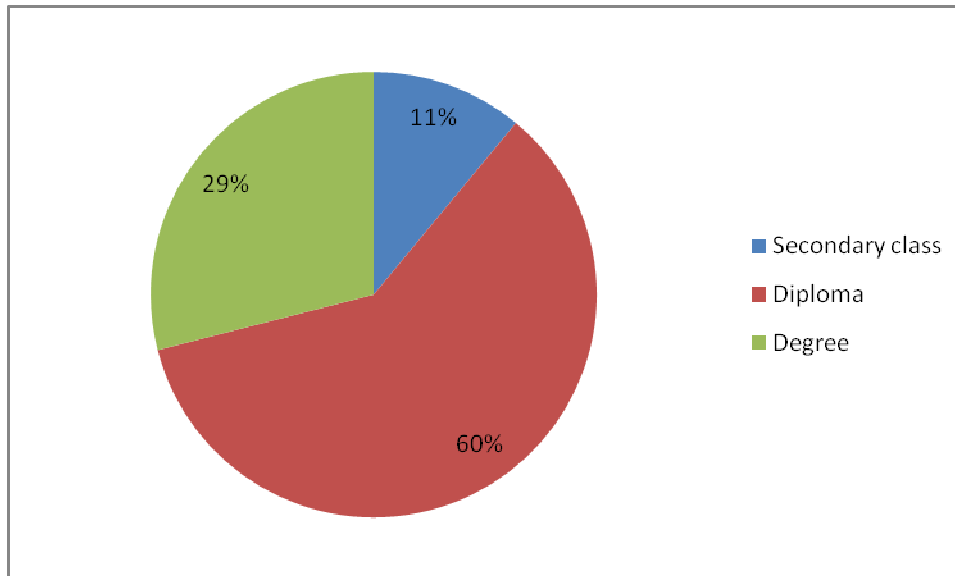




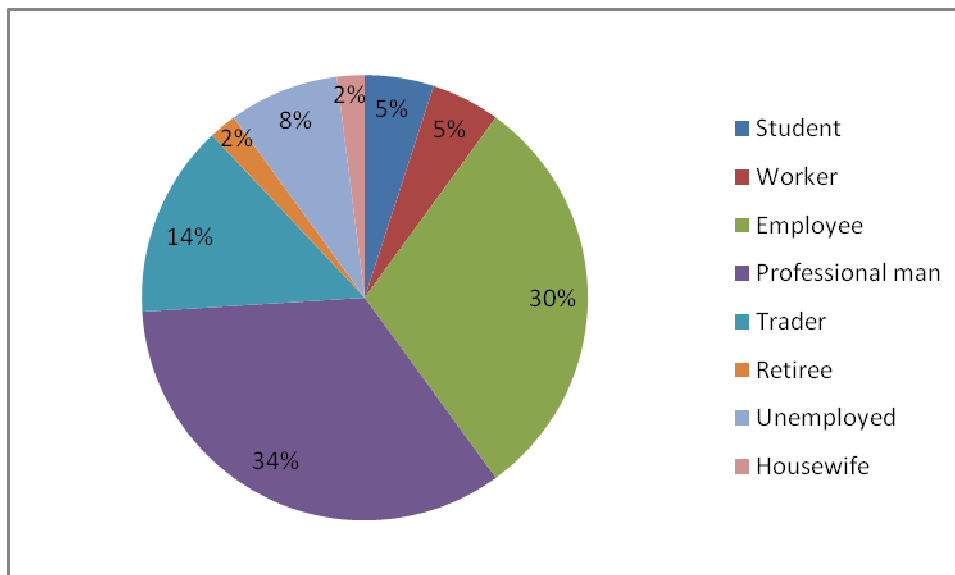
The Italian visitors of this eighth edition coming from the North have touched the percentage of 13%. Those coming from the Centre-South, islands included, have gotten the 87% out of the total. These last aggregate data state that not only the Centre-South is the most important catchment area of the event, but also that is a developing market worthy of the greatest attention.



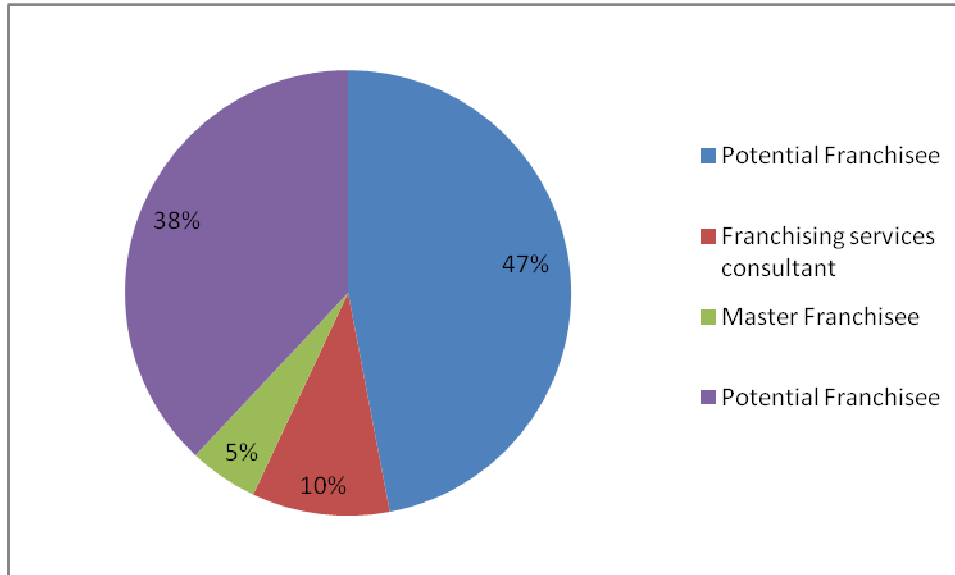
Like the previous years, the average visitor's educational level was very high. 60% of them had a diploma and 29% had a degree.



With reference to the visitors' job, 34% of them were freelance, 30% were office-workers looking for an unlike work and 14% were dealers.

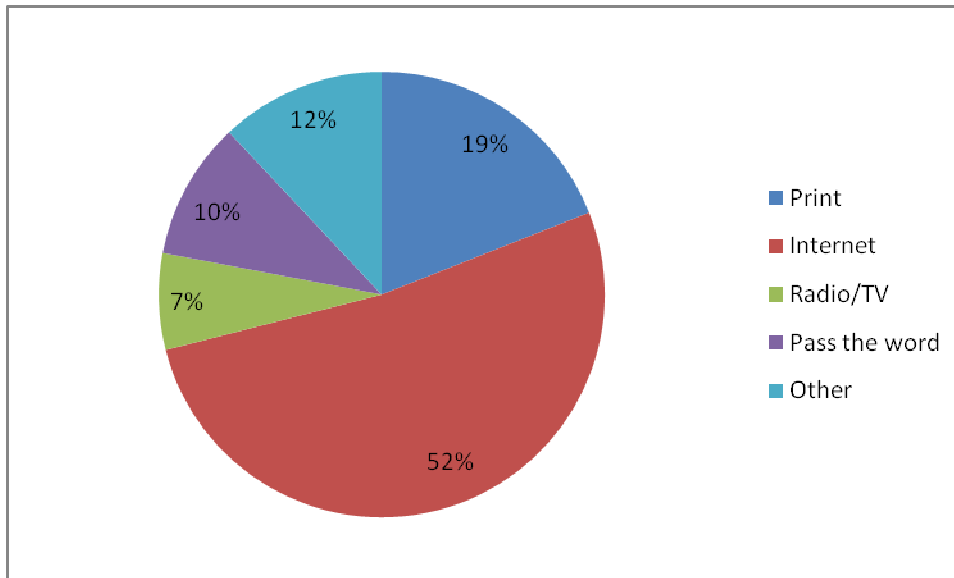


With respect to their reasons to visit, 42% stated to be potential franchisee looking for a suitable brand, and 38% potential franchisor visiting the show in order to get some hints about the market.



It has to note that the last two graphs (Job and Reasons) are correlated, so to make it clear that franchising represents a career opportunity also for who already works, but aims at changing his own status of office-worker or freelance. This is a fact confirming how the franchising is a tool able to fight against crisis and how this event is going to take upon itself, more and more, the role of "businesses' incubator and initiatives' catalyst".

With reference to the event's promotion, the organizers planned, on the grounds of the 2009 edition's remarks and of an ideal visitor's pattern, a communication mix sensitive to the needs of targeted visitors, including generic and specialised press, web sites, direct e-mailing marketing and radio. Internet produced the highest redemption of 52%, by the proper information of the selected users on the fair and its elements.



To conclude, once again, this show was a very useful instrument to estimate how the market is ready to understand the importance of making system and of gaining the largest benefit from every promotion and growth's opportunity. The clear attention to the overseas markets aimed at supporting the expansion of the Italian franchises abroad and the foreign ones in Italy will continue to produce many positive synergies and outcomes in favour of all the markets. The mission of Roma Expo Franchising is to go on working in order to spread the culture of franchising and new distribution formulas.