

WM CAPITAL: GREAT SUCCESS FOR “GLOBAL FRANCHISING FAIR”, THE FIRST VIRTUAL INTERNATIONAL FAIR ORGANIZED BY AZ FRANCHISING

- The event registered visitors from 56 different countries and 15.654 visited pages
 - Average stay for avatar at the fair: 2 hours and 30 minutes

Milano, November 26th, 2013

Global Franchising Fair (GFFair), the virtual international fair dedicated to franchising, organized by AZ Franchising (WM Capital group) is over.

On November 21 and 22 the innovative 2.0 event took place on the web, and the company is already thinking to the next edition, where there will be also thematic workshop and conferences in streaming. Gffair.com website has been visited 6.781 times, with 15.654 visited pages and 266.112 total accesses. The visitors came from 56 different countries in the world, with Italy registering the majority of users, followed by Russia, Belgium, Greece and South Africa. Participating media partner and franchisor companies were 28, with an average time of presence of the avatar at the event of 2 hours and half, chat conversations were 217.

Fabio Pasquali, CEO of WM Capital, commented: *“The international presence confirms the leadership and effectiveness of our strategic model connected to the development of AZ Franchising online business platform, a place where international franchisor and master investors coming from 56 countries (especially from Russia, Belgium, Greece and South Africa) could gather and do business. This innovative model of virtual fair leads more and more in the web the franchising world, industry characterized by high growth rate and high development potentialities”.*

GFFair, whose platform was powered by Hyperfair, allowed visitors and exhibitors to interact thanks to the most innovative 3D technology and using an avatar that could be personalized and could go freely around the two pavilions of the event. Interaction took place through chat and Skype and with the exchange of digital business card that could be downloaded on pc, directly in excel or PDF format with all the information about participants and their companies.

GFFair is a community that has grown daily during last months thanks to the new version of www.azfranchising.com website, the new business platform specialized on franchising that will allow to promote the meeting and matching between international franchisors and potential investors answering the needs of entrepreneurs willing to grow on foreign countries. Azfranchising.com represents the starting point for WM Capital international expansion. Internationalization is in effect seen as a natural evolution of a winning format. The website will be present on 30 target countries in which AZ Franchising has selected a network of partners that will be able to support franchisors, masters and investors abroad.

This press release is available on company website www.wmcapital.it

WM Capital, specialized in Business Format Franchising, promotes business growth developing franchising systems in Italy and abroad, providing industrial and operative know-how thanks to its qualified and international network.

The company works in Multimedia industry with AZ Franchising brand, and in Pharmaceutical industry with Alexander Dr.Fleming.WM Capital, thanks to the experience acquired in franchising, developing more than 600 formats, selects innovative business models with high growth potential and directly supports network with valid development projects and real possibilities to create value in time.

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