



Franchise
Innovation
Summit

15 - 16
OCTOBER 2025

Riyadh Air Metropolitano
MADRID



Main sponsor:

BBVA

Madrid | Estadio Riyadh Air Metropolitano | Gate 34 Access

15th and 16th October | 9.30h-18.30h

MAIN AUDITORIUM

15th October

Morning

10.00am **Franchising in supermarkets: a real opportunity in local markets**

Organised by: FIS

Moderator: Mar Calderón, Director of Food Retail & Service

FIS Talk: Carlos Azofra, CEO of Food, Retail & Service

Roundtables:

Juan Morales, Franchise Director at Alcampo

Jesús Bermejo, Director of Franchises, Carrefour Spain

Alberto Cañas, Franchise Director at Eroski

Manoli Peña, Director of Franchises, Dia Spain

11.30am **Digital Marketing & Branding in Franchises**

Organised by: WANATOP

Carolina Iguaz, CBO Wanatop

Javier Salas, Director of Expansion LMSSM

12.00am **Official opening of FIS 2025**

12.30am **Signature retail: franchising authenticity. Success stories**

Organised by: REVISTA EMPRENDEDORES

Moderator: Alejandro Vesga, CEO Emprendedores

Rafael Salinas, CEO & Founder of Dulce Safari

Fernando del Castillo, Managing Director, Ambiselit Group

Javier Pelayo, CFO, Alma Beauty Corporation

Estefanía Martínez Blanco, Marketing Manager MIRAMIRA

1.30pm **CITIES & FRANCHISING FORUM**

Organised by: FIS-AEF

Moderator: Eduardo Abadía, Executive Director, AEF

Toledo City Council | Juan María Marín, Councilor for Economic Promotion and Employment at Toledo City Council

Palencia City Council | Raquel Miriam Andrés Prieto, Mayor of Palencia

Pozuelo de Alarcón City Council | Susana Penedo, Councilor for Trade, Employment and Business Development

La Nucía City Council | Bernabé Cano, Mayor of La Nucía

Chiclana City Council | Jose María Roman Guerrero, Mayor of Chiclana

Parque-Metropolitano | Jesus Vicente Asenjo, Corporate Director, Parque-Metropolitano

Mª Eugenia López San Segundo, Head of Specialised SME Business | BBVA Spain Retail Banking

Afternoon

3.30pm **New franchises, concepts and services: innovation applied to emerging needs**

Organised by: FIS

Moderator: Raúl Calleja, Director of Franchise Innovation Summit

Alberto Gloria Florencio, CEO of True Gamblers

Matt Stephens, Head of Expansion, Fournier Group | Mobalpa y Socoo's

Marcos Fernández Salcedo, Sales Representative, Fersomatic

Ernesto Castellar, Business Development Manager, Wall Street English

Gabriel Calderón, Consulting Executive, mundoFranquicia

4.30pm **The 7 secrets of the franchise investor**

Organised and moderated by: FCI

Moderator: Jesús Capitán López, CEO of SDEYF franchise consultancy

Moderator: Alexei Yaquimenko, Ibero-American Franchise Consultant

Andrés Rybak, Chief Executive Officer and Founder of RBK PRIME

Lucila Grossi Pacifico, Commercial Executive, Rede Victorias Portugal

Martin Santaella Osuna, Founder, Wings Army

Marcel R. Portmann, CFE, Dine Brands Group

5.30pm **Brands that grow in small cities**

Organised by: FIS

Moderator: Mª Eugenia López San Segundo, Head of Specialised SME Business | BBVA Spain Retail Banking

Enrique Santos, Director of Expansion at Midas

Román Suárez, CEO of U'Retail

Alberto Campo, Director of Expansion at Brooklyn Fitboxing

Alfredo Pérez, CEO of Ayuda T Pymes

6.30pm **FIS 2025 Ambassadors Recognition**

16th October

Morning

10.00am **Real estate franchises: brand, data and experience as a competitive advantage**

Organised by: Emprendedores Magazine

Moderator: Claudio Nóvoa, Franchise Content Manager, Emprendedores Magazine

José Lourido Figueira, CEO Vipkel Army

Rubén Plaza, CEO Garanty Home

Paloma Olazábal, Corporate Sales Manager, Carmila Franquicias

Bruna Gandra, Business Development Manager at Casafari

Jorge Torrent, Growth Manager at Remax Spain

10.45am **Franchising wellness: innovative models in aesthetics, health and beauty**

Organised by: Emprendedores Magazine

Moderator: Claudio Nóvoa, Franchise Content Manager at Emprendedores Magazine

Belén Mahiques, Expansion Director at Provalliance Spain

Marco Aldany - Javier Pelayo, CFO at Alma Beauty Corporation

Carla Nunes, Expansion Director at Depilconcept

Depilife

Sandra Benzaquen, Co-founder and COO at D'Uñas

11.30am **Trends, market dynamics, investor movements and keys to growth in the fitness franchise sector**

Organised by: FIS

Moderator: Manel Valcarce, CEO Valgo

Enrique Iranzo, Director of Operations, Anytime Fitness Iberia

BHOUT

Juan Francisco Ramírez, Director of Expansion, Energie Fitness Spain

José Nercollas, Chief Executive Officer at L'Orange Bleue

Baldo Barranco, Franchise Development and Expansion, Trib3/Pilat3s

Red Hill, Co-Chief Executive Officer, Fit Brands International

Jorge García, Founding Partner and Chief Executive Officer of NILFIT

Martha Aguilar, Senior Business Development Manager, Curves Spain

1.00pm **Sustainable franchises: challenges and opportunities for the future, beyond CO2**

Organised by: BBVA

Aina Membrive, Technical Director, Veolia +POSITIVE

Avelina Frias, Senior Manager, Global Sustainability, BBVA

1.30pm **New horizons in retail franchising: trends, emerging sectors, and opportunities for investment and entrepreneurship**

Organised by: FIS

Moderator: Raúl Calleja, Director of Franchise Innovation Summit

José García, Franchise Consultant, T4

Pablo Gutiérrez, Managing Partner, Operations, mundoFranquicia

Rodrigo Hernández Ballesteros, CEO Clickmi

Fernanda Duga, Partner, SDEYF Franchise Consultant

Alberto García, COO & Co-Founder Tender Building

Afternoon

3.30pm **REM MEDITERRANEAN FORUM: FIS2025 GUEST BUSINESS COMMUNITY**

Organised by: REM

Moderator: Anabel Rosas

Mila Illopis, President of AME

Pasqual Sanchis, JIJONA SA

Daniel Morata, Founder of Emanantial

Francisco Chico de Guzmán, CEO REM Mediterranean Business Relations

Manuel Álvarez-Gómez, Commercial Director Iberia Group, Director Catral Group

Regina Monsalve, President of INTERECO

4.30pm **FISckathon project presentation**

An in-person, themed hackathon that connects emerging talent with the franchising ecosystem to design

innovative, sustainable models aligned with the new generations.

Collaborate: OBJETIVO17

SPAZIO
RESTAURACIÓN NEWS

Main sponsor:



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FORO SPAZIO

15th October

Morning

09.45am **Institutional opening**

10.00am **An in-depth look at the catering sector: keys to growth**

David Domínguez, Country Head of Foodservice Spain at Circana

10.20am **Catering and expansion in Spain - strengths, challenges and opportunities**

Enrique Francia, CEO of Foodbox

Interview: Ana I. García, Editor-in-chief of Restauración News

10.50am **Is your brand ready to scale up?**

Rafael Salinas, CEO of Dulce Safari

Stefano Rosso, Marketing Director at Gelati D'Ino

Alberto Salvador, Commercial Director at Telat 4 Franchises

Pilar Amorochio, CEO of Sándwich Qbano

Moderator: Pura de Rojas, Director of Allegra Comunicación

11.30am **Break & Networking**

12.00am **What is private capital looking for in the restaurant industry today?**

Ignacio González, CEO of Grupo Colibri

Leopoldo Reaño, Managing Director in Spain at Dea Capital Alternative Funds

Javier García-Baños, Director at Kenta Capital

Borja Casanovas, Investment Director at Aurica

Moderator: David Herrera, Head of Business and SMEs at Banco Santander

12.40am **New channels for the restaurant industry: supermarkets, travel, large-scale distribution**

Herando Martín, Chief Executive Officer of Cafestore

Eugenio Saz, Business Dev. Specialist III - Diversification de GALP

Elvira Durand, CEO of Le Coq

Leopoldo Guzmán, Director of Mercado de San Leopoldo

Moderator: Sara Rodríguez, Account Director at Allegra Comunicación

1.20pm **Elevator's Pitch: Restaurant brands**

Afternoon

3.30pm **How to attract multi-franchisees or professional partners to your brand**

Alfonso Valero, Franchise specialist

Interview: Ana I. García, Editor-in-chief of Restauración News

4.00pm **Multi-brand franchising and selective expansion**

Luis Tranco, Franchise Director at Aísea

Diego Rupérez, Head of Expansion and Loyalty at Compañía del Trópico

Mercedes Morales, COO of Baldoria Group

Moderator: Clara Román, Editor, Restauración News

4.40pm **Strategies for identifying premises, optimising rents and managing licences**

Carlos García, Chief Executive Officer of InmoRest

5.10pm **Elevator's Pitch: Restaurant brands**

16th October

Morning

10.00am **Digital Gastronomy**

Juan Luis Vera, Founder of PERÚ MIX® and JLP GLOBAL

10.20am **Technology Applied to Expansion**

Jorge Juárez, Chief Executive Officer of Sighore by Loomis Pay

Diego Ramos, Senior Consultant - Corporate Business at Cegid REVO

Carlos Gómez-Vendrel, Co-founder and CEO of Cheerly

Jorge Lurueña, CEO and founder of Mapal Group

Moderator: Guillermo Berincua, Chief Digital Officer of Comess Group

11.00am **Internationalisation without idealism**

Alejandro Fernández, Co-founder of La Fresería

Carlos Pérez Tenorio, Senior Advisor at Restalia

Daniel Blasco, Senior Consultant, International Development & Franchising at White Space Partners

Moderator: Isabel Aires, CEO of Aires News Comunicación

11.40am **Break & Networking**

12.10am **The challenge of financing in the hospitality industry**

Mª Eugenia López San Segundo, Head of Specialised SME Business | BBVA Retail Banking Spain

Interview: Ana I. García, Editor-in-chief of Restauración News

12.30am **Controlled growth: KPIs and culture for scaling up without losing your soul**

Jesús Collado, CFO at Krispy Kreme

Interview: Ana I. García, Editor-in-chief of Restauración News

12.50am **How to improve your brand's margins?**

Norlando Ruiz, Managing Partner of Consultoría de mundoFranquicia

Interview: Clara Román, Editor of Restauración News

1.10pm **Elevator's Pitch: Restaurant brands**

Afternoon

3.30pm **Employer Branding, Talent Attraction and Training**

Lara Palacio, Head of Labour Relations and Personnel Administration at Five Guys Spain

Mª Carmen Jáñez, Global HR Director at AmRest

Irene Sabaté, Chief People Officer at Grosso Napoletano

Moderator: Clara Román, Editor at Restauración News

4.10pm **Elevator's Pitch: Restaurant brands**

5.00pm **Trends, Lessons Learned and Opportunities for 2026**

Javier Floristán, CEO of Grupo La Mafia se Sienta a la Mesa

Edgar Dorado, Corporate Director of Grupo Rodilla

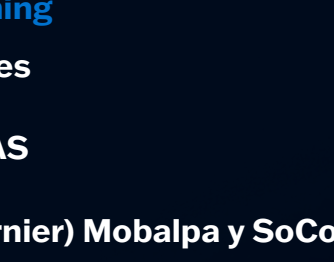
Alberto Chamorro, Managing Director of Foodbox

Cristina García, Director of OOH, Foodservice and Catering Business at Worldpanel

Juan Calderoni, Managing Director of +BarServitel

Moderator: Eduardo Abadía, Executive Director of AEF

FIS Academy



FIS ACADEMY

15th October

Morning

11.00am **Latin America IP SME Helpdesk**

11.30am **STEAK HOUSE NUMERO 1**

12.00am **Replus**

12.30am **TENDER BUILDING**

1.00pm **CASAFARI**

Afternoon

4.30pm **IHOP & Applebee's**

4.00pm **Dulce Safari**

4.30pm **Clickmi**

5.00pm **Objetivo 17 Alliance**

16th October

Morning

10.30am **Curves**

11.00am **MIDAS**

11.30am **(Fournier) Mobalpa y SoCoo's**

12.00am **DIA**

12.30am **Garanty Home**

1.00pm **Natuzzi**

Afternoon

4.00pm **Mundo Franquicia**

4.30pm **Banco Santander**