

Roundtable: Franchising & International Growth

Models, Challenges and Operational Perspectives

ISOF Conference 2026 | John Cabot University

Guarini Campus, Via della Lungara 233, Rome

12 June 2026 | 16:30 – 18:00

Context

The Roundtable is organized within the International Society of Franchising (ISOF) Conference 2026, the leading international conference dedicated to franchising research and practice.

The initiative brings together companies, institutions and the international research community to discuss competitiveness, governance and the international scalability of franchising systems.

Main Themes

- International scaling strategies in franchising
- Governance and development of franchise networks
- Cross-market operational and organizational complexity
- Institutional and regulatory environments for international growth
- Digitalization and ESG in scalable franchise systems

Opening Framing & Institutional Perspectives

- **Maria Jell-Ojobor** – John Cabot University

Opening framing and moderation

- **Confimprese / Centro Studi** – Luigi Murialdo, Research Centre Manager

Selected market insights on retail and internationalization trends

- **Confcommercio** – Fabio Fulvio, Marketing, Innovation and Internationalization Director

Retail transformation, competitiveness and sector trends

Roundtable Speakers

- **Claudia Torrisi** – Vice President, Federfranchising; Founder and Multi-unit Franchisee (Kids&Us and YellowKorner)
- **Gloria Bagdadli** – Global Retailing Director, Lavazza
- **Francesco Fuga** – KFC Franchisee in Rome
- **Fabio Fulvio** – Marketing, Innovation and Internationalization Director, Confcommercio
- **Silvia Bortolotti** – Partner, BBM – Buffa, Bortolotti & Mathis; International Franchising Law Expert

Format

- Interactive roundtable discussion
- Cross-disciplinary and practice-oriented dialogue
- International audience of researchers, companies and institutions

Networking Aperitif

18:00 – 19:00

Secchia Roof Terrace, John Cabot University

Speaker Biographies (alphabetical)

Bagdadli, Gloria – Global Retailing Director, Lavazza

Gloria Bagdadli is a retail executive with extensive international experience in foodservice and consumer brands. Since 2014, she has been responsible for Lavazza's direct and indirect coffee shop business worldwide. Previously, she spent 18 years with the Autogrill Group, holding leadership roles across multiple functions, and has also worked in the fashion and publishing sectors.

Bortolotti, Silvia – Partner, Buffa, Bortolotti & Mathis

Specialized in distribution and franchise law for over twenty years, Silvia Bortolotti serves as Vice-Chair and Secretary General of the International Distribution Institute (IDI), Secretary of the International Bar Association (IBA) International Franchising Committee, and is actively involved in organizations such as the American Bar Association (ABA), the International Chamber of Commerce (ICC), EuroFranchise Lawyers (EFL), and Assofranchising.

Fulvio, Fabio – Director of Marketing, Innovation and Internationalization, Confcommercio

Fabio Fulvio holds a degree in Economics and Business from LUISS University and an MBA from New York University's Stern School of Business. Previously, he worked with BNL-BNP Paribas and Boston Consulting Group. He is the creator of Le Bussole, a series of publications and digital resources supporting innovation and competitiveness among Italian SMEs, which today form the knowledge base of an AI-powered business support platform.

Fuga, Francesco – KFC Franchisee

An entrepreneur and KFC franchisee, Francesco Fuga has extensive experience in the food and beverage sector. After entering the industry in 1995, he opened the first KFC restaurant in Italy in 2014 and has since contributed to the development of the brand in the Italian market. His perspective combines operational, entrepreneurial, and franchise growth experience.

Jell-Ojobor, Maria – Associate Professor of International Business, John Cabot University

Maria Jell-Ojobor is Co-Chair of the 2026 International Society of Franchising (ISOF) Conference. Her work focuses on governance, organizational structures, international expansion, and firm growth. She studies how firms scale across markets through organizational and network-based business models and conceived the Roundtable initiative as a platform for dialogue between academia and industry on franchising and international growth.

Murialdo, Luigi – Research Manager, Confimprese Research Center

Specialized in consumer behavior analysis, retail trends, and economic scenarios, Luigi Murialdo coordinates Confimprese's Consumer Observatory, producing studies and insights that support the growth and development strategies of modern retail businesses.

Torrisi, Claudia – Deputy Vice President, Federfranchising

Claudia Torrisi is a franchising entrepreneur and Deputy Vice President of Federfranchising. Since 2011, she has supported the growth of franchise businesses through training, innovation, and people-centered organizational models. Her experience includes leadership roles with international brands such as Kids&Us and the co-founding of YellowKorner Roma. She also works as a consultant in communication and organizational development.