

# **PULIREASIA**

## **CLEANING SOLUTIONS EXPO**

2 – 4 December 2009 • Suntec Singapore

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

### **Pulire Asia Cleaning Solutions Expo emerges as the platform for professional cleaning in Asia Pacific**

#### **Regional collaboration established in first industry roundtable**

17 December 2009, Singapore - Pulire Asia Cleaning Solutions Expo 2009 (Pulire Asia), a trade exhibition on cleaning technologies, equipment and services in the Asia Pacific, showcased over 80 international brands and attracted top-notch buyers and trade professionals from the region. Held from 2 to 4 December at Suntec Singapore, the exhibition was co-located with the World Toilet Summit & Expo 2009.

The trade exhibition, attracted over 2,000 trade visitors which included estates and facilities managers, property developers, commercial and industrial contractors, building services engineers, government officials and authorities, building and construction agencies, hospital and health agencies, waste and water management agencies, environmental agencies, associations and research agencies from the Asia Pacific region.

A specially selected group of buyers which included cleaning contractors, facility managers and building owners, from Australia, Brunei, China, Indonesia, Malaysia, Philippines, Thailand, Vietnam, were invited to attend the event as part of the exclusive hosted buyers programme.

Leading manufacturer of cleaning equipment, Karcher, was pleased with the turnout at the exhibition. Wolf Mildenberg, Director of Marketing said, "Pulire Asia is a great platform to showcase our large range of products to the right target audience of the cleaning industry, in return we had received many good quality leads to follow up on. This exhibition certainly had met our expectation in further promoting our brand."

Other exhibitors included Anglo-Sima Janitorial Supplies, Cleanergy, Delfin, Duplex, Duropad, Idromatic, Ing. O. Fiorentini, Klenco, Klindex, Lindhaus, SuperSteam, to name a few.

Said Mr Tony Chan, Pulire Asia project director, "The cleaning industry, like many sectors, is currently facing many challenges. The exhibition serves as a useful update and business opportunity to help move the industry forward with the latest technology in the market, while the conference is timely to address sustainability issues."

.....Page 2

The first Pulire Asia Conference was organised as an accompanying educational platform to shed light on pressing issues affecting the professional cleaning industry. It was a gathering of leading industry experts and practitioners to discuss the latest in cleaning standards and policies, emerging trends and best practices, new technology and innovative solutions, and other related issues.

The event was organised by Afidamp Servizi, the business arm of the Italian Association of Manufacturers of Professional Cleaning Equipment and Products (Afidamp FAB) and organiser of the bi-annual PULIRE show in Verona (Italy) which is one of the largest professional cleaning trade fairs in Europe, and Singapore-based MP Asia, a respected professional exhibition organiser.

It was supported by Association of Indonesian Cleaning Service Enterprise, Australian Cleaning Contractors Association, Building Owners and Managers Association of the Philippines, Environmental Management Association of Singapore, Enterprise Promotion Centres, Hong Kong Institute of Facility Management, International Facility Management Association (Singapore), Macau Construction Association, Malaysian Association of Cleaning Contractors, Restroom Association (Singapore), Singapore Exhibition and Convention Bureau and World Toilet Organization.

The two-day Pulire Asia Conference was held in a bid to share experiences and raise the levels in the professional cleaning industry in the region. High on the agenda of the conference was an industry roundtable with representatives from five countries discussing pressing issues facing the cleaning industry in the Asia Pacific. It was instrumental in the setting up of a collaboration effort in the region.

The roundtable, held on 3 December, Day 2 of the Pulire Asia Conference, comprised panellists from both service providers and specifiers. The representatives were from:

- Australian Cleaning Contractors Association
- Association of Indonesian Cleaning Service Enterprise (Apklindo)
- Building Owners and Managers Association of the Philippines
- Environmental Management Association of Singapore (EMAS)
- Malaysian Association of Cleaning Contractors

The pressing issues and challenges facing the professional cleaning industry include poor working conditions and low wages, cost pressures on cleaning contracts by service buyers, being labour intensive, and a lack of mechanisation. The representatives shared experiences, exchanged views and discussed ways to raise the bar on professional cleaning in the region.

Said Mr Milton Ng, the Vice President of the EMAS, “The roundtable resulted in the setting up of a collaboration among the region’s cleaning contractors associations, in particular, Singapore, Malaysia, Indonesia. The bodies plan to set up a benchmark for the cleaning industry, especially in the area of training for cleaners, covering such things as the frequency of cleaning.” The roundtable also established a general working partnership among the organisations from the five countries.

Said Mr Noruddin Idris, the President of Malaysian Association of Cleaning Contractors, “Meeting up with counterparts; industry players from other Asian countries and sharing experiences and views on the industry was most beneficial to me and I believed to the rest of the participants. I look forward to such discussion in the near future.”

For more information on Pulire Asia, please visit [www.pulire-asia.com](http://www.pulire-asia.com).

---

**Issued by MP Afidamp Pte Ltd**

**Media Contacts**

***Buzz Communications***

Surendren Apparoo / Rav Dhaliwal

Tel: 639 666 95 / 639 667 95

Mobile: 9768 9611 / 9844 3767

E-mail: [surendren@buzz.com.sg](mailto:surendren@buzz.com.sg) / [ravdhaliwal@buzz.com.sg](mailto:ravdhaliwal@buzz.com.sg)

***MP Asia Pte Ltd***

Daphne Poon / Jody Teo

Tel: (65) 9478 9543 / 9366 8659

Email: [daphnepoon@mpinetwork.com](mailto:daphnepoon@mpinetwork.com) / [jodyteo@mpinetwork.com](mailto:jodyteo@mpinetwork.com)