

Pulire Asia Cleaning Solutions Expo 2009 gets new December dates

Strong conference component to support cleaning industry upgrading

Milan and Singapore, 18 February 2009 - MP Afidamp announced that the Pulire Asia Cleaning Solutions Expo 2009 will now take place from 2 to 4 December 2009. It was originally scheduled to be held in March 2009. There is no change to the show venue - Suntec Singapore.

In light of the current worldwide economic situation and after consultation with the cleaning industry, the joint venture company set up by Afidamp Servizi of Italy, and MP International of Singapore to organise Pulire Asia, has decided to shift the show to a later date.

Mr Tony Chan, project director of Pulire Asia, said: "Based on feedback from the industry, it is in the interest of our exhibitors and visitors to have the show moved to the later part of the year. By then, a clearer picture of market conditions will emerge and this will help both buyers and sellers to better plan their business and participation going forward.

"Unlike some sectors, professional cleaning services are a necessity even in a tough economic climate. In fact, maintaining standards in the face of budget constraints will be a big concern. Therefore, buyers will be on the look-out for innovative and cost-effective cleaning services, equipment and products that will help their organisations meet these challenging times. At the same time, industry upgrading and education will be at the top of their agenda."

For the first time, Pulire Asia will feature a two-day conference that is focused on three strategic thrusts: innovation, standards and skills upgrading. These are areas that all industry players are deeply concerned about.

The conference topics will include best practices and tips from leading industry experts and practitioners who will share their knowledge on cleaning standards and policies, emerging trends and new technologies and other vital issues that need to be addressed by the cleaning professionals, facility managers and owners of buildings and complexes. To round up the expertise sharing session, an informative technical visit to a large-scale facility in Singapore will be organised for participants.

The Pulire Asia conference is held alongside the three-day trade exhibition. The expo will showcase cost-effective cleaning technologies, products and services for the industry from some 100 exhibitors.

Among them are: air management and control, laundry tech appliances and products, water purifier and treatment, facility management, industrial and commercial cleaning services and maintenance, cleaning equipment and product manufacturer and household supplies and products.

Mr Chan commented, "We are now ramping up our efforts to get more industry support, especially from the buyers groups. We are very pleased that the local facility managers groups, and cleaning and related services organisations that we have met have all agreed to work with us to raise the level of professionalism in the cleaning industry."

Pulire Asia is supported by the Enterprise Promotion Centres, Environmental Management Association of Singapore and Singapore Exhibition and Convention Bureau.

It has also secured the support of the Hong Kong Institute of Facility Management, International Facility Management Association (Singapore), Macau Construction Association, Restroom Association (Singapore) and the World Toilet College.

Pulire Asia is organised by MP Afidamp, a new joint venture company set up by Afidamp Servizi of Italy, and MP International of Singapore. Afidamp Servizi is the business corporation of Afidamp FAB, the Italian Association of Manufacturers of Professional Cleaning Equipment and Products.

To exhibit or visit Pulire Asia, please log onto www.pulire-asia.com for more information.

About Afidamp

Afidamp Servizi is the business corporation of Afidamp FAB, the Italian Association of Manufacturers of Professional Cleaning Equipment and Products. Afidamp Servizi is specialised in the organisation and coordination of trade fairs in the cleaning business and has been, for many years, the strategic partner of major cleaning show organisers in the world. Since 1999, Afidamp is the organiser of the PULIRE show in Verona (Italy) and has organised other projects in Spain, and has partnerships in India, UAE and China.

About MP International

Established in 1987, MP International is a respected professional exhibition organiser (PEO) and professional conference organiser (PCO) in Asia. To date, the group has organised and managed some 300 national, regional and international events. It is a founding partner of WEO, a regional network of professional event organisers. It is also a member of the PICO group. Leveraging on the PICO global network, it has expanded into key Asian cities with offices in China, Hong Kong, Malaysia and Thailand.

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