

PULIRE ASIA Cleaning Solutions Expo 2009 rides on Asian construction boom to expand its vital link to Southeast Asia's cleaning market

New building projects and need for clean environments fuel demand for commercial cleaning services in Asia

Singapore, 13 June 2008 – Asia's cleaning market is riding high on the building and construction boom. Large-scale projects worth more than US\$400 billion are currently being invested throughout the region.

To address the need for professional cleaning services and products, PULIRE ASIA Cleaning Solutions Expo 2009, will be held at Suntec Singapore from 24 to 26 March 2009. Poised as the innovative platform in Southeast Asia to showcase new cleaning technologies and solutions, PULIRE ASIA Cleaning Solutions Expo 2009 is organised by MP Afidamp, a new joint venture company set up by Afidamp Servizi of Italy, and MP International of Singapore. The show is supported by the Singapore Exhibition and Convention Bureau and certified by the U.S. Department of Commerce's Trade Fair Certification programme.

In the Asia Pacific, the total capital expenditure for airport construction and expansion projects is expected to reach US\$30 billion over the next few years, coupled with vast investments in integrated resorts, retail and entertainment complexes. These are all key factors that translate to a healthy surge in demand for commercial cleaning and hygiene services in the region.

Another factor that drives demand for innovative cleaning solutions is the medical and education sectors. Hospitals and educational institutes have also increased their focus on cleaning to improve hygiene standards and prevent the spread of diseases such as SARS, dengue, chikungunya, hand foot and mouth disease, and other infectious diseases. There has never been a more urgent requirement for proper facility management and maintenance of a clean environment.

In Singapore where PULIRE ASIA is staged, an approximate S\$8 billion is being invested annually in major construction projects, including the Business Financial Centre and Integrated Resorts (IRs). The 'Clean and Green' city has a national commitment towards cleanliness, with its cleaning industry worth some S\$300 million per annum.

Toni D'Andrea, Managing Director, Afidamp Servizi, said, "Specialised cleaning solutions are in great demand across Asia. We are making concerted efforts to ensure a healthy mix of business discussions and educational opportunities, and are confident the interesting line-up of activities will bring an enriching experience for all."

Asia's innovative cleaning solutions showcase

PULIRE ASIA Cleaning Solutions Expo 2009 will showcase new-to-market cleaning solutions for sectors where specialised cleaning is critical, for example, transportation, medical, hospitality and other related sectors.

The expo will feature a state-of-the-art trade exhibition focused on cleaning technologies, products and services for the industry from over 100 exhibitors. Some of these include: air management and control, laundry tech appliances and products, water purifier and treatment, facility management, cleaning services and maintenance, cleaning equipment and product manufacturer and household supplies and products.

Besides exploring a wide array of cleaning-related technology and services on show, trade visitors can look forward to a complementary educational component. According to Ms Sylvia Phua, Chairman of MP Afidamp, the two-day education programme is customised to address the needs of various industry sectors.

She explains, "It is timely to update all the players in the cleaning industry. Clearly, there can be no one-size-fits-all solution to professional cleaning for different industry clusters. Technological improvements have spawned the availability of specialised solutions that are more effective for specific cleaning areas and problems.

The cleaning issues for large complexes like airport hubs are different from those faced by hospitals and integrated resorts. Hence, we will structure specific sessions for each target group so that the information and experience sharing will be meaningful to the participants."

The PULIRE ASIA seminars will feature 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. An informative technical visit to a large-scale facility in Singapore will be part of the educational process.

The organisers are in talks with leading cleaning associations and authorities in the region to further lend their expertise and support to this educational programme.

A partnership to forge fresh ideas in cleaning

Beginning with 2009, the PULIRE ASIA Cleaning Solutions Expo will be organised by MP Afidamp.

Sylvia Phua, who is also Chief Executive Officer of MP International, said, "Both Afidamp and MP have the expertise and experience in handling cleaning and sanitation related shows. By leveraging on each others' strengths, we are confident that we will be able to grow PULIRE ASIA's presence in the region."

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 direct organiser of 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. It is the co-organiser of the World Toilet series of events which have been held around the world since 2001.

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