

PULIREASIA

CLEANING SOLUTIONS EXPO

2 – 4 December 2009 • Suntec Singapore

PRESS RELEASE

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Latest in cleaning technology to be showcased at Pulire Asia

Inaugural conference to be held alongside showcase of latest technologies and solutions

2 December 2009, Singapore – Taking centre stage at Pulire Asia Cleaning Solutions Expo 2009 will be the top-of-the-line range of high-tech cleaning equipment, used for cleaning buildings, shopping centres and any other area where there is high human traffic.

This is especially important, as facility owners will have to work on a preventive basis, as the likelihood of any pandemics spreading is very real.

The cleaning industry is keeping cleaning in line with health and hygiene standards, especially in the face of the H1N1 virus outbreak. As the northern hemisphere enters winter, this threat is multiplied.

The H1N1 virus is able to survive up to 48 hours on non-porous surfaces like most commercial countertops, doorknobs and desks, and up to 72 hours on moist surfaces. Hence, in an improperly cleaned facility, this virus can potentially infect people through cross contamination for up to three days.

The Pulire Asia event is organised by Italian-based Afidamp Servizi, the business arm of the Italian Association of Manufacturers of Professional Cleaning Equipment and Products (Afidamp FAB) and organiser of the biennial 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 (PEO).

The cleaning industry in Singapore alone is worth some S\$600 million per annum, and is growing at a rate of more than 30 per cent. The global industrial and institutional cleaning market is projected to reach almost US\$23 billion by 2010, with the Asia Pacific as one of the fastest growing regions.

The Pulire Asia trade exhibition focuses on cleaning technologies, products and services from leading international and regional players. The new-to-market cleaning solutions will cater to a variety of sectors, including the transportation, medical and hospitality sectors. More than 80 international brands are featured at the exhibition.

.....Page 2

Exhibitors include Cleanergy, Envon, ESTA Duplex, Duropad, Fiorentini, Karcher, Lava Lavorwash, Nozomi, Nilfisk-Advance and Klindex Kiekens, Kleanway, Soosung, SuperSteam Asia Pacific Typhoon, Unger, Vileda, to name a few.

Visitors can expect the latest in air management and control, cleaning equipment and products, cleaning services and maintenance, household supplies and products, laundrytech appliances and products and many more. They can also view the machines in action at the demonstration area on the showfloor.

Ms Sylvia Phua, Chief Executive Officer of MP International, said: "The staging of Pulire Asia is timely as the cleaning industry in the region needs to focus on raising standards and professionalism. The exhibition will showcase cutting edge cleaning technologies and solutions and provide a platform for movers and shakers of the professional cleaning industry to meet, network and establish new business networks."

A gathering of leading cleaning industry experts and practitioners will gather at the two-day Pulire Asia Conference in a bid to share experiences and raise the levels in the professional cleaning industry in the region.

Organised for the first time, the conference will feature best practices and tips from leading industry experts and practitioners. Participants will discuss the latest in cleaning standards and policies, emerging trends and best practices, new technology and innovative solutions, among other issues affecting the industry.

High on the agenda of the conference will be an industry roundtable with representatives from five countries discussing pressing issues facing the cleaning industry in the Asia Pacific. The representatives will be from the following:

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

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.

Pulire Asia Cleaning Solutions Expo is held from 2 to 4 December 2009 at Suntec Singapore. It co-locates with the World Toilet Summit & Expo 2009, giving visitors a more comprehensive platform towards cleaning and sanitation solutions.

For more information on Pulire Asia, please visit www.pulire-asia.com.

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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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 /
ravdhaliwal@buzz.com.sg

MP Asia Pte Ltd

Daphne Poon / Jody Teo

Tel: (65) 9478 9543 / 9366 8659

Email: daphnepoon@mpinetwork.com / jodyteo@mpinetwork.com