



GLOBAL SHOWS

The Worldwide Cleaning Portfolio



GLOBAL SHOWS WEBINAR

The opportunities in the global cleaning industry

July 14th 9am – 10am CT | 3pm London time

Presented by ISSA and Informa Markets



Kim Althoff

Senior Vice President,
ISSA



Toni D'Andrea

ISSA EMEA Director



Greg Hamilton

EVP, Aviation, Agriculture and
Infrastructure & Construction

THE OPPORTUNITIES IN THE GLOBAL CLEANING INDUSTRY



TONI D'ANDREA JULY 14 th 9.00 am – 10 am CT, 3.00 pm London time



OPPORTUNITIES TO BE SEIZED

TONI D'ANDREA JULY 14 th 9.00 am - 10 am CT, 3.00 pm London time

TIME – GLASS- LIGHT
COLD – SOUND- CLEAN

TONI D'ANDREA JULY 14 th 9.00 am – 10 am CT, 3.00 pm London time



CLEANING IS NECESSARY FOR OUR SURVIVAL

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GLOBALY, THE PAST DECADE HAS SEEN MORE THAN
50 BILLION SQM OF NEW CONCRETE LAID:
A NEW EMPIRE STATE BUILDING EVERY WEEK

IN THE NEXT 40 YEARS, 230 BILLION SQM OF NEW
BUILDINGS WILL BE BUILT.

THE EQUIVALENT OF A NEW PARIS EVERY WEEK

THERE ARE TWO KEY DRIVERS PROPELLING THE
PROGRESS OF THE CLEANING INDUSTRY:

1. RISING GLOBAL POPULATION
2. RATE OF MODERNIZATION

CONSIDER THE IMPORTANCE THAT
PROFESSIONAL TRAINING AND
QUALIFICATIONS WILL HAVE IN OUR INDUSTRY

MANUAL LABOUR, WHICH ACCOUNTS MORE THAN
80% OF TOTAL COST, WILL HAVE TO BE REDIRECTED
TOWARDS CONTROL AND MANAGEMENT RATHER
THAN EXECUTION

PRODUCTIVITY

IN WORLD OF AGRICULTURE BETWEEN 1700 AND 1890
PRODUCTIVITY INCREASED NINETY-FOLD.
BETWEEN 1950 AND 1985 GRAIN PRODUCTION INCREASED BY 193%.
IN 1928 NUMBER OF TRACTORS IN USE IN ITALY WAS 1.800,
IN 1997 IT WAS 1.700.000

PRODUCTIVITY

HOW? WHERE?

PRODUCTIVITY

EMERGING COUNTRIES WILL ENJOY THE ADVANTAGE OF BUILDING NEW PLACES WITH ACCESSIBILITY AND CLEANING SERVICES IN MIND. NEW MATERIALS ARE ABLE TO PREDICT THE PATTERN OF DIRT ACCUMULATION. SELF-CLEANING GLASS AND SENSOR-EQUIPPED SURFACES WILL BE TYPICAL FIXTURES IN NEW BUILDINGS

PRODUCTIVITY

NOT OF ALL COUNTRIES WILL HAVE THE SAME EXPERIENCE:
IN ITALY FOUR OUT FIVE BUILDINGS DATE TO BEFORE YEAR 2000
AND ONE IN FIVE TO BEFORE 1919.

NEW TECHNOLOGIES WILL ENABLE US TO MECHANIZE CERTAIN
CLEANING PROCESSES IN WAY THAT WAS ONCE IMPOSSIBLE

THE INDUSTRY:

THE SERVICE SECTOR AND THE CLEANING INDUSTRY IN PARTICULAR
ARE UNIQUE IN THAT THEY MEET THE DEMANDS OF PUBLIC AND
PRIVATE SECTOR ALIKE IN A MYRIAD OF DIFFERENT WAYS.



BEFORE COVID

AFTER COVID

HAND HYGIENE
CAN PREVENT 40%
OF INFECTIONS

THE INDUSTRY:

EUROPE HAS 290.000 CLEANING CONTRACTORS
4.000.000 WORKERS
TURN OVER OF 120 BILLION €
AVERAGE ANNUAL GROW OF 9% FOR THE LAST 25 YEARS

THE INDUSTRY:

USA HAS 3.000.000 WORKERS

TURN OVER OF 80 BILLION €

AVERAGE ANNUAL GROW BETWEEN 2016 AND 2021 OF 5,7%

HIRING BY THE INDUSTRY IS EXPECTED TO INCREASE

BY 4% BETWEEN NOW AND 2029

THE INDUSTRY:

CLEANING SERVICE INDUSTRY IS THE LARGEST EXPERIMENT IN SOCIAL AND CULTURAL INTEGRATION THAT ANY COUNTRY HAS EVER CARRIED OUT:

MORE THAN 70% OF WORKER ARE IMMIGRANTS

MORE THAN 70% ARE WOMEN

MORE THAN 70% ON THE SERVICE (IN EUROPE) ARE PROVIDING AT NIGHT



THE INDUSTRY:

CLEANING IS ALWAYS AN INVESTMENT
NOT A COST

NEARLY 4 MILLION PEOPLE IN EUROPE
CONTRACT HCAI.
OF THESE APPROXIMATELY 90.000 DIE

EVERY INFECTION COST THE NATIONAL
HEALTH SYSTEM ANYWHERE BETWEEN
€10.000 AND €36.000

FOR EVERY 1% INCREASE IN SPENDING ON
CLEANING SERVICES INFECTION RATES FALL BY
BETWEEN 0.12% AND 0.20%



A HOSPITAL THAT CUT ITS CLEANING BUDGET BY \$58,000
WOULD THEREFORE END UP INCURRING AN ADDITIONAL
AND IMMEDIATE-TERM COST OF MORE THAN \$100,000 AS A
RESULT OF INCREASED INFECTIONS



CLEANING IS AN INVESTMENT BECAUSE A
SAFE AND WELL RUN PROPERTY HAS A
HIGHER VALUE

THE FUTURE

INTEGRATED PLANNING AND DESIGN

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THE FUTURE

SKILLS, COMPETENCIES AND TRAINING



THE FUTURE

RESPECT AND GRATITUDE

THANK YOU



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A Global Partner for the Global Cleaning Community

July 14, 2022



Informa is a leading international intelligence, media, events and scholarly research group

10,000+

Employees Worldwide

£10B+

Market Cap

30+

Global Offices

FTSE 100

London stock Exchange

#1

Global B2B Events
Company

200+

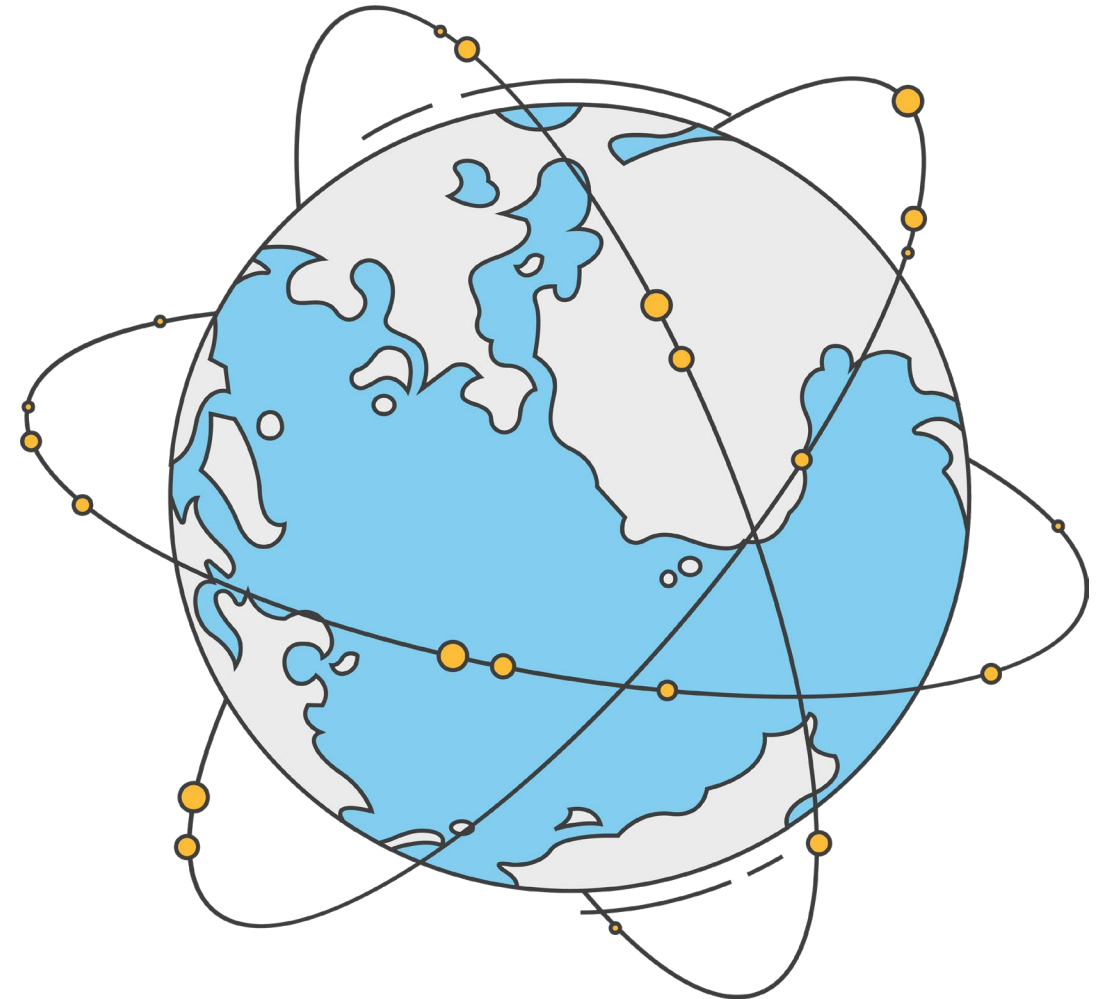
Specialist Intelligence,
Insights, & Data

5.5 M+

Annual Global Event
Attendees

500+

Leading B2B Exhibition
Brands



Informa is a highly Global business



10,000+
Colleagues based
worldwide

Teams in 30+ countries

Customers in 170 countries

Larger hubs and offices

Americas

New York	Cleveland	Toronto
Washington DC	Dallas	Sao Paulo
Philadelphia	Boulder	Mexico City
Boston	Florida	
Chicago	San Francisco	

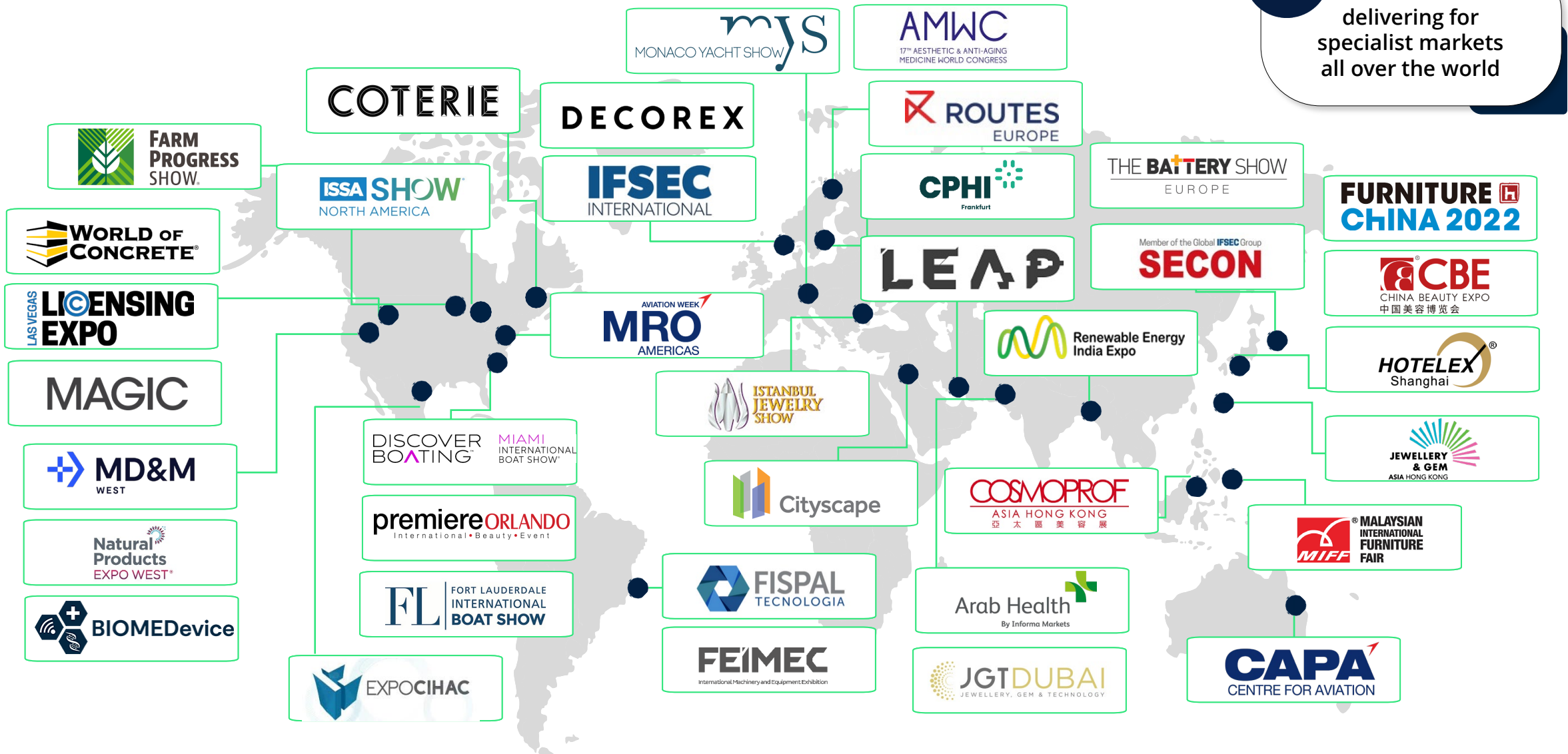
EMEA

London	Amsterdam	Dubai
Colchester	Paris	Bahrain
Oxford	Monaco	Johannesburg
Manchester	Munich	Cairo
	Istanbul	

Australasia

Sydney	Shanghai	Delhi
Melbourne	Beijing	Mumbai
Auckland	Guangzhou	Bangalore
Tokyo	Hangzhou	Jakarta
Hong Kong	Singapore	
Taipei	Penang	

Supporting an expansive events portfolio



B2B events delivering for specialist markets all over the world

Well positioned to support the Global Cleaning Portfolio

THE WORLDWIDE CLEANING PORTFOLIO

A UNIFIED GOAL —CHANGING THE WAY THE WORLD VIEWS CLEANING.



ISSA SHOW
NORTH AMERICA

ISSA SHOW
CANADA

ISSA SHOW & CONFERENCE
MUMBAI INDIA

ISSA PAVILION
CHINA CLEAN EXPO

ISSA PAVILION
ABASTUR & EXPO MED

ISSA PULIRE
THE SMART SHOW

ISSA PULIRE
CLEAN AFRICA

ISSA PAVILION
FHA-HoReCa

ISSA
CLEANING & HYGIENE
EXPO

ISSA
GLOBAL SHOWS
The Worldwide Cleaning Portfolio

ISSA SHOW
ISSA PAVILION
ISSA CONFERENCE

CHANGING THE WAY
THE **WORLD**
VIEWS **CLEANING**

issashow.com/globalshows

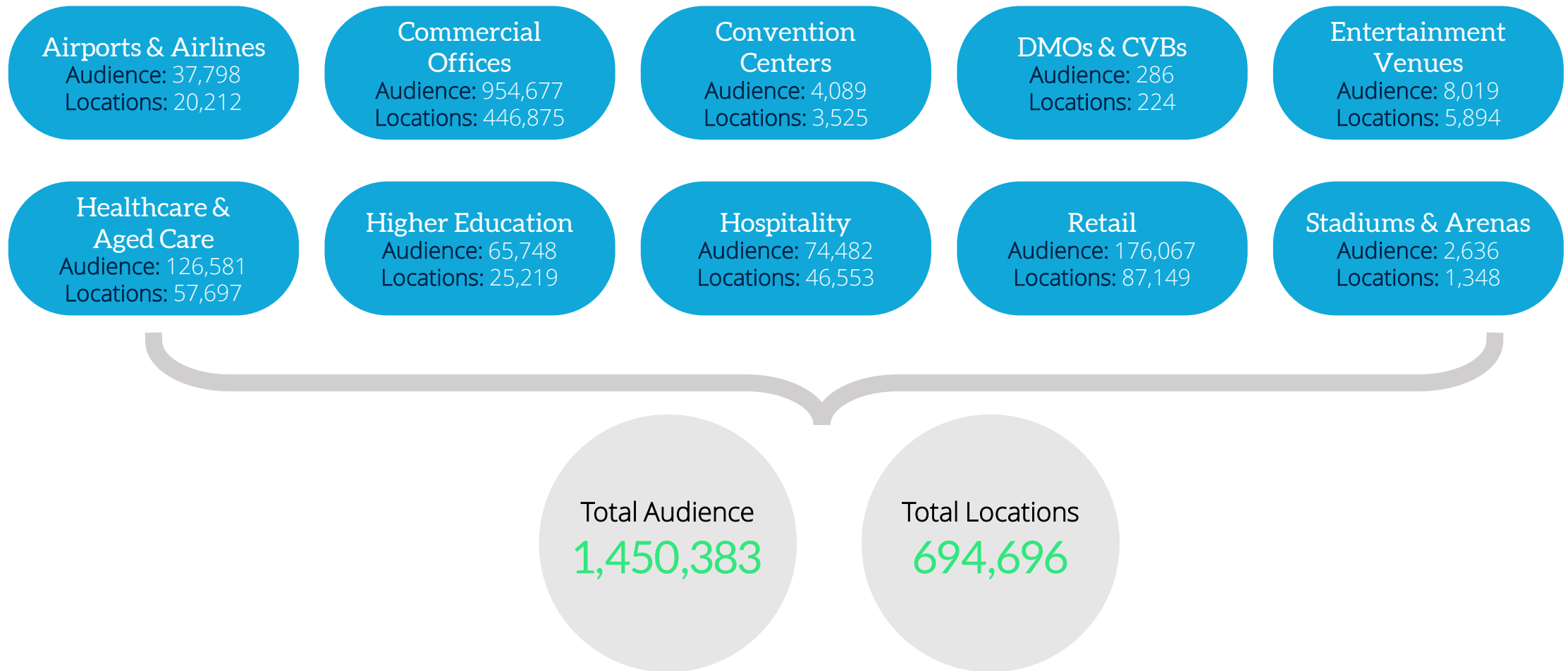


Serving Specialized B2B Communities

Agriculture	Healthcare
Automotive	Infrastructure
Aviation	Internet of Things
Aerospace & Defense	Life Sciences
Beauty	Live Design
Biotech	Manufacturing
Brand Licensing	Maritime
Business Management	Media
Commodities	Medicine
Construction	Natural Products
Design Engineering	Pharma
Education	Pop Culture
Energy & Buildings	Real Estate
Engineering	Sustainability
Fashion	Technology
Finance	Telecommunications
Fintech	Television
Food & Nutrition	Transportation
Government	Waste Management
	<i>And So Much More...</i>

Informa Audience Database

Over 1.45 million contacts representing nearly 700,000 facilities globally



Thank You

Greg Hamilton

Executive Vice President
Agriculture, Aviation, Infrastructure & Construction

25-27 August 2022, Nanjing
14-16 December 2022, Shenzhen
28-31 March 2023, Shanghai

Why you should exhibit at China Clean Expo?

- China has great potential for modern cleaning services and products
- CCE is the biggest cleaning show in China with 20+ years history
- Co-located with Hotel & Shop Plus - China's leading hospitality and commercial space event
- CCE 2021 gathered 400+ exhibitors and 120,000+ buyers
- Reach to China market through show organizer's B2B website www.QJGLE.com



Organized by:



YESENIA VAZQUEZ MONROY
Yesenia.Vazquez@informa.com

From August 31 to September 2, 2022, at
Centro Citi Banamex in Mexico City.

16,000 buyers on the show floor

ISSA CONGRESO
ABASTUR & EXPO MED
PABELLÓN ISSA

→ REGISTRATION OPEN [HERE](#)

Visit our webpage:

<https://pavilion.issa.com/>

ABASTUR

Expo Med 

ISSA SHOW

NORTH AMERICA 2022

OCTOBER 10 - 13 | CHICAGO, IL
MCCORMICK PLACE CONVENTION CENTER

WHO ATTENDS

Key industry decision makers, buyers, and influencers from the following industry sectors:

- Distributors/Wholesalers
- Building Service Contractors
- In-House Service Providers
- Residential Cleaners
- Manufacturers

EXHIBIT SPACE RATES

	MEMBER RATE	NON-MEMBER RATE
	After April 1	After April 1
400 sq. ft.	\$37.50 / sq. ft.	\$45 / sq. ft.
> 400 - 1,600 sq. ft.	\$35.50 / sq. ft.	\$43 / sq. ft.
> 1,600 sq. ft.	\$31.50 / sq. ft.	\$39 / sq. ft.

\$450 required admin/online listing fee per company

Show Registration Opens July 2022
www.issashow.com

THE ONE SHOW FOR THE PROFESSIONAL CLEANING INDUSTRY

15,000 Participants

Meet new suppliers and partners, reconnect with industry colleagues and see your competition as visitors come from around the world and across sectors for this premier event.

600+ Exhibitors

Representing over 60+ countries and covering the entire supply chain, our exhibitors are ready to showcase their innovations and provide solutions to our industry's greatest challenges.

100+ Education Session

You'll discover the latest industry advancements, hear from top industry experts and experience live demonstrations of the newest technologies on the show floor!

75+ Years of History

Whether you're looking to for new products or services, network with industry professionals, gain insights, or see what the competition is offering, The ISSA SHOW has it all during this four-day event! In partnership with ISSA, the association is leading the way to elevate the industry and advancing clean and driving innovation.

FORUM **ISSA** **PULIRE** 18-19 October 2022

THE INTERNATIONAL CONGRESS

STELLA POLARE
CONGRESS CENTRE
FIERA MILANO RHO

THE THEMES

The value of Memory
and the building of a
civil conscience

Designing for
occupational health
and safety

Integrated services
management under
the “new normal”

MAIN SPONSOR



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SUPPORTER



ORGANIZED BY:



LOCATION:



MEDIA PARTNER:



UNDER THE PATRONAGE OF:



ENDORSED BY:



26TH EDITION
ISSA[®]PULIRE
MILANO 9/11 MAY 2023

Issa Pulire is the tradeshow for the professional cleaning sector that plays host to a complete range of machinery, chemical products, equipment and components for indoor and outdoor spaces.

TRADE SHOW VALUE CREATION

International
event

Co-Location
Tutto Food

Co-Hosted
event
Disinfestando

ORGANIZED BY:

ISSA[®]PULIRE
NETWORK

LOCATION:


FIERA MILANO



ISSA PAVILION FHA-HoReCa

25 - 28 OCTOBER 2022 | SINGAPORE

01

50,000

square metres of
exhibition space

02

800+

confirmed
exhibitors from 40
countries/regions

03

15

international
group pavilions

04

25,000+

trade attendees*

Why exhibit at ISSA Pavilion?

1. Asia's largest gathering of Foodservice & Hospitality industry Suppliers and Buyers
2. Meet over 10,000 C-level Buyers from 100 countries / regions
3. *Strong rebound in Southeast Asia Tourism expected in 2022 with a forecast of USD1.5 billion in hotel investment volume for 2022
4. *The increasing demand on maintaining clean and hygienic environment driven by the lifting of restrictions and lockdowns across countries and a return to normal day-to-day activities in Asia. The market in Asia Pacific was valued at USD 4.1 billion in 2020 and is projected to register a CAGR of over 11.0% over the forecast period

Sources from:
(2) FHA2018 Post show report
(3) [Hospitalitynet](#)
(4) [Grand View Research](#)



25 - 28 OCTOBER 2022
SINGAPORE EXPO
www.fhaHoReCa.com

OVERVIEW MAP

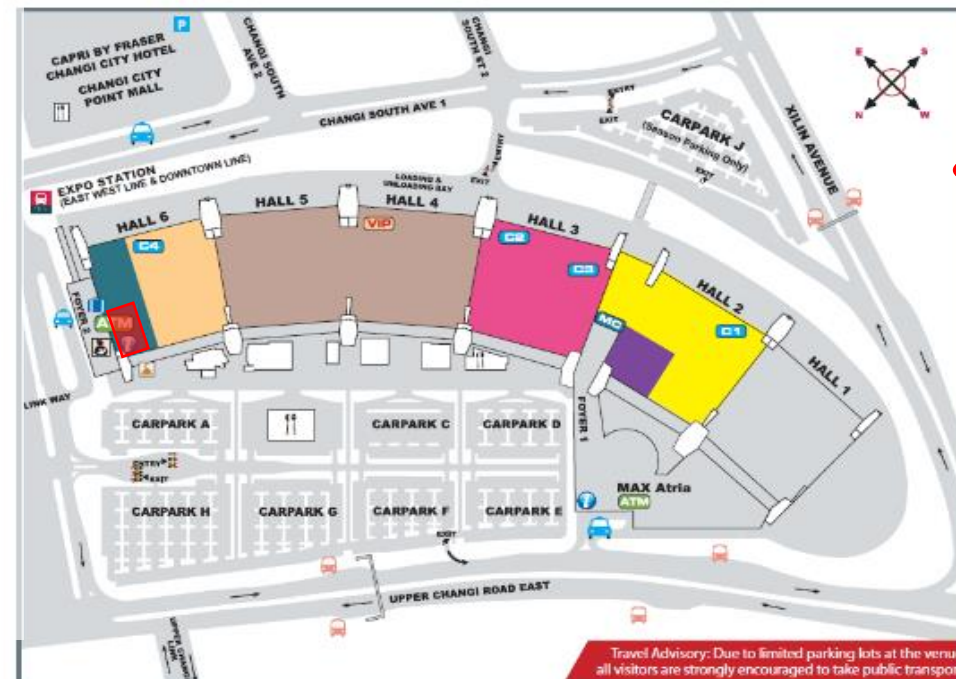


EXHIBIT PROFILE

- Speciality Coffee & Tea (Hall 2)
- Hospitality Technology (Hall 2)
- Bakery, Pastry & Gelato (Hall 3)
- Foodservice & Hospitality Equipment (Hall 4 & 5)
- Hospitality Style (Hall 6)
- ISSA Pavilion (Hall 6)

COMPETITION

- C1 ASEAN Barista Team Championship
- C2 Asian Pastry Cup
- C3 Asian Gelato Cup
- C4 FHA Culinary Challenge Pastry

FACILITIES

- VIP Lounge
- Information Counter
- Left Luggage Service
- Nursing Room
- ATM / Cash Machine
- F&B Outlets
- Alternative Parking
- Bus Stop
- Taxi Stand
- Muslim Prayer Room (M6, Mezzanine Floor)
- Media Centre

Travel Advisory: Due to limited parking lots at the venue, all visitors are strongly encouraged to take public transport.

Updated as at 17 January 2022

HIGHLIGHTS

Why ISSA India

- Cleaning & Hygiene Products “The Next Big Need in India's Facility Management World”

Govt initiatives

- The revolutionary “Clean India Mission” leading to increased demand of Cleaning & Hygiene products

Growing Economy

- **India's** GDP is set to grow at 6.4 per cent in 2022, making it the fastest-growing major economy in the world. According to the latest data by the United Nations (UN), the country will grow at 6.4 per cent, down from 8.8 per cent in 2021

Growing Infrastructure

- Country is all set to develop 90 cities into “SMART CITIES”. India is becoming the hub for most of the big Corporate head quarters for Asia region.

ISSA Show & Conference 2022

- Expo & High-level Conferences brings together the industry leaders and professionals on a common networking platform to share knowledge, innovations, developments, solutions & experiences

ISSA PULIRE CLEAN AFRICA

16 -18 NOV 2022 LANDMARK CENTRE, LAGOS NIGERIA

who invest in Nigeria?

www.issapulirecleanafrica.com

Need for modern cleaning tools
and processes

Nigeria: the most populous
country in the African continent

Value of the Nigerian facility management industry
\$8446 milion in **2019** → **\$12.662** milion by **2027**
CAGR (compound annual grow rates):
6.4% from **2020** to **2027**

Africa's largest economy with
GDP (gross domestic product) of **\$440** bn
Third host economy for
FDI (foreign direct Investment) in Africa

Fast-growing country
Hospitality industry: **+20%** in **2018**
expected to grow even further in the next 5 years

Co-located with **RAW Expo Africa**
dedicated to recycling and
waste management



GLOBAL SHOWS

The Worldwide Cleaning Portfolio

ISSA SHOW

ISSA PAVILION

ISSA CONFERENCE



Thank you for attending!



informa **markets**