



ISSA Appoints SinoExpo as Chinese Representatives

DALLAS, TEXAS, USA – May 6, 2021 – ISSA, the worldwide cleaning industry association, announced that they are partnering with SinoExpo to become the local representative for its Chinese operations. This expanded strategic relationship will increase the staff supporting local ISSA members, and provide additional member value by tapping into SinoExpo's cleaning industry expertise and network.

SinoExpo is the owner of the China Clean Expo (CCE), which recently hosted the first ISSA Pavilion during its April 2021 edition. Reaching an exhibition area of 37,000 sqm, this year's CCE show was a 4-day event gathering over 400 domestic and overseas exhibitors in the cleaning industry, and attracted 121,410 visits of professional buyers, with more than 50 onsite forums, competitions, live demo zones, and a gala dinner.

The partnership combines ISSA's 10+ years of experience in educating and serving the Chinese cleaning industry, with China Clean Expo's 21+ years of providing a national platform for cleaning professionals to meet, network and conduct business.

"ISSA has a strong history in China and we greatly value our Chinese members, which is why we wanted to find a way to expand our local support for them," said John Barrett, ISSA Executive Director. "We also have enjoyed a wonderful relationship with Sino-Expo over the years and look forward to what they can bring to the table for ISSA members."

This expansion is the latest development in the global relationship between ISSA and Informa Markets, which SinoExpo represents in China. Through the new relationship, the Sino-Expo team will provide ISSA's international education, accreditations, certifications and access to ISSA's entire international exhibition portfolio, which includes events in the US, Australia, Canada, Italy, Mexico, and Russia, plus educational events in India, Thailand and Malaysia.

"ISSA Pavilion at this year's CCE show was a successful debut and with this latest development, ISSA and Informa reach a new stage of strategic partnership. As the organizer of the CCE show, we are very happy to be ISSA's Chinese Representatives. Supporting ISSA China members locally will be a very important focus for the SinoExpo team in the future," said XQ Zhang, Managing Director of SinoExpo Informa Markets. "CCE has a 21-year history and accumulated rich resources and connections within the Chinese cleaning industry, which offer a big advantage for SinoExpo to help ISSA promote member benefits and services. We also look forward to introducing ISSA's advanced concepts to the local market and providing CCE exhibitors and visitors with more high-quality solutions. By joining forces and sharing resources, I believe, together, we can promote better development of the cleaning industry worldwide."



For more information regarding ISSA China benefits, the global ISSA event portfolio, contact ISSA China Manager, Jade Liao at jadel@issa.com.

INTERNATIONAL EXPANSION EFFORTS

Remaining of the utmost priority, ISSA and Informa Markets continue to source new opportunities to provide member value and outstanding content by scaling exhibitions and experiences globally. The continued partnership will enable the world-wide cleaning industry to flourish and bring value to the global cleaning community as part of its mission to change the way the world views cleaning.

“We are honored to have SinoExpo as the exclusive sales agent representing the Chinese division of the ISSA global show portfolio and supporting ISSA members on the local level with world-class benefits,” said Lindsay Roberts, ISSA Group Director at Informa Markets. “This is one more way that ISSA, Informa Markets and SinoExpo are collaborating in the unified mission of changing the way the world views cleaning.”

One example of the marriage between ISSA's industry knowledge and Informa's event expertise was the ISSA Biorisk Symposium Series hosted in late 2020 in China, India and Thailand which brought together esteemed international experts on infection prevention with local industry and government leaders to discuss the ongoing needs to protect public health and return citizens safely to the built environment.

ISSA & INFORMA GLOBAL SHOWS PORTFOLIO

The [ISSA & Informa Global Shows Portfolio](#) has become the single largest platform where all cleaning industry executives converge. Across all tradeshows, conferences and educational symposiums in the portfolio, ISSA and Informa take pride in disseminating knowledge, enhancing education, connecting buyers and sellers, and promoting the advancement of cleaning technologies to enhance a healthy and sustainable living environment.

As the evolving impacts of COVID-19 ripple through communities, the world has faced unforeseen challenges. Dynamic global markets are forcing organizations to innovate at a blinding speed to stay ahead. Rapid advances in technology are providing both opportunities and challenges for testing leaders. The ISSA & Informa Global Shows Portfolio provides a unique platform for professionals to join in the conversation with peers as experienced business leaders share ways to lead through innovation.

“The portfolio of ISSA & Informa Global Shows maintains the unified objective of changing the way the world views cleaning. We're honored and excited to expand and



start serving more global communities. We have a record number of exciting events taking place around the world including Europe, China, India, Southeast Asia, Australia, Latin America, Canada and the United States." said Lindsay Roberts, Group Director, Informa Markets US.

For further information on ISSA Global Shows, visit

<https://www.issashow.com/en/industry/issa-global-shows.html>.

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About ISSA

With more than 10,500 members—including distributors, manufacturers, manufacturer representatives, wholesalers, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world's leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, Ill., USA, the association has regional offices in Mainz, Germany; Whitby, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. For more information about ISSA, visit www.issa.com or call 800-225-4772 (North America) or 847-982-0800.

About China Clean Expo

Asia's Flagship Cleaning Industry Event - CCE, launched in 2002, has become one of the largest meeting points of the Asian cleaning industry and the most valuable channel accessing Chinese cleaning manufacturers, suppliers, distributors, and buyers. The event showcases a wide range of products from commercial cleaning, industry cleaning, public cleaning, municipal cleaning, and personal and home care.

China is now the hub of the worldwide cleaning production equipment, tools, and chemicals. Buyers have the unique opportunity to source from a large amount of product in different qualities and price ranges. A variety of products are exhibited at the Expo, such as cleaning machinery, sanitary tools and accessories, cleaning chemical agent, sanitation supplies, antibacterial disinfection equipment, and solid waste treatment equipment, CCE provides one-stop professional cleaning solutions for commercial, cleaning, industrial cleaning, public utilities, municipal environmental



sanitation, indoor environment purification, and property, is an important channel for internationally famous brands to understand and enter China's market. For further information visit chinacleanexpo.com.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including *Pharmaceuticals, Food, Medical Technology* and *Infrastructure*. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

About ISSA Show North America

The [ISSA Show North America](http://issashow.com) exhibition and conference brings together executives and leaders from all segments of the commercial and residential cleaning industries. This annual event is produced in partnership by Informa Markets and ISSA, the worldwide cleaning industry association, and is the leading platform for manufacturers, distributors, and facility service providers to connect, do business, and share information. In addition to an expansive exhibit hall, the show offers a robust education program where attendees learn the latest trends from industry experts, discuss best practices with peers, and earn technical training and professional certification. For more information, visit issashow.com.