

SHANGHAI NEW INTERNATIONAL EXPO CENTRE

MARCH 29 - APRIL 1, 2022

ISSA

2022 PAVILION

EXPO CLEAN FOR COMMERCIAL PROPERTIES & HOTELS

A SUB-SHOW OF HOTEL & SHOP PLUS

## CCE 2022 WELCOMES BACK THE ISSA PAVILION

ISSA Pavilion, jointly launched by ISSA and SinoExpo, made its successful debut at CCE 2021, in the form of product showcasing and educational sessions. It brought together more than 20 cleaning companies and brands locally and internationally to the pavilion, showcasing cutting-edge technologies and products. After ISSA Pavilion made its successful debut at this year's CCE show, ISSA and Informa now reach a new stage in their strategic partnership.

Pinnacle players — **ISSA, the worldwide cleaning industry association, Informa Markets, and China Clean Expo** — in the commercial, residential, and institutional cleaning industry have forged a strategic partnership.

Through this flourishing partnership, the global cleaning industry is not only stronger, but provides the global cleaning industry with more opportunities to network, source new solutions, and engage in cutting-edge education.

As a result of the alliance, the ISSA Pavilion at China Clean Expo was born. Together, these pinnacle players aspire to increase the appreciation of cleaning in the Chinese market and join in the unified mission of **Changing the Way the World Views Cleaning**.



# GLOBAL SHOWS

By Informa Markets, ISSA & PULIRE Network

The portfolio of ISSA Global Shows maintains the unified objective of changing the way the world views cleaning as well as providing the highest quality platforms available to industry professionals. With that in mind, a record number of exciting events are taking place around the world, aimed at broadening your knowledge and developing your skills.



“CCE is today the place in China where everyone can learn about. In China the economy has registered in the last decade a huge growth, cleaning is a key factor for its sustainability and stability in the long term.”  
*Toni D’Andrea, CEO, Afidamp Servizi*

## China Clean Expo

Established in 2002, China Clean Expo (CCE) remains Asia’s flagship event for the commercial, industrial, and municipal cleaning industry. CCE provides world-wide buyers a global platform offering education and product service innovations that include cleaning machinery, sanitary tools & accessories, cleaning chemical agents, sanitation supplies, antibacterial disinfection equipment and solid waste treatment equipment.



Informa Markets creates global platforms for industries and specialist markets to trade, innovate and grow. Providing marketplace participants connections to buyers and sellers across more than a dozen global verticals. As the world’s leading market-making company, Informa Markets unlocks opportunities 365 days of the year.



With more than 9,300 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.



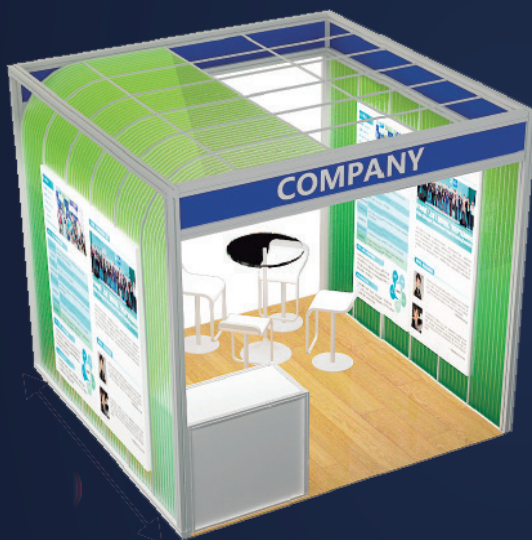
The ISSA PULIRE Network offers the largest international platform for professional cleaning and facility management trade shows, and executive educational events. It was formed by ISSA and Afidamp, leading worldwide & Italian industry associations.



# ISSA PAVILION

3  
N

Epidemic Prevention  
Washing  
Air Purification



## BENEFITS

- ⊙ EXHIBIT SPACE
- ⊙ ONE TALL BAR TABLE
- ⊙ FOUR STOOLS
- ⊙ ONE FASCIA BOARD WITH COMPANY NAME IN CHINESE & ENGLISH
- ⊙ ONE 220V POWER SOCKET
- ⊙ TWO SPOTLIGHTS
- ⊙ ONE RUBBISH BIN
- ⊙ CARPET

	SHELL SCHEME	RAW SPACE
SPACE RATE	USD \$265/m <sup>2</sup>	USD \$215/m <sup>2</sup>
SIZE MINIMUM	9 m <sup>2</sup>	36 m <sup>2</sup>
INVESTMENT	USD \$2,385	USD \$7,740

CHINA



EMILY CHEN

+86 21 3339 2079

Emily.Chen@imsinoexpo.com

UNITED STATES



IRIS WEINSTEIN

+1 847 982 3468

iris@issa.com

UNITED STATES



JOHN GEBHARD

+1 214 315 9659

john.gebhard@informa.com

## STANDARD

CERTIFIED ONLINE SHOP ON PC,  
MOBILE & MINI-PROGRAM

BANNER AD ON WEBSITE  
HOMEPAGE FOR ONE MONTH

CUSTOMIZED E-INVITATION

ONE PRIORITY PUSH TO BUYERS

**USD \$680**

*English to Chinese  
Translation Upon  
Request.*

## PREMIUM

CERTIFIED ONLINE SHOP ON PC,  
MOBILE & MINI-PROGRAM

BANNER AD ON WEBSITE  
HOMEPAGE FOR ONE MONTH

CUSTOMIZED E-INVITATION

THREE PRIORITY PUSHES TO BUYERS

ONE ONLINE CATALOGUE BANNER AD

MOBILE & MINI-PROGRAM  
BANNER ADS

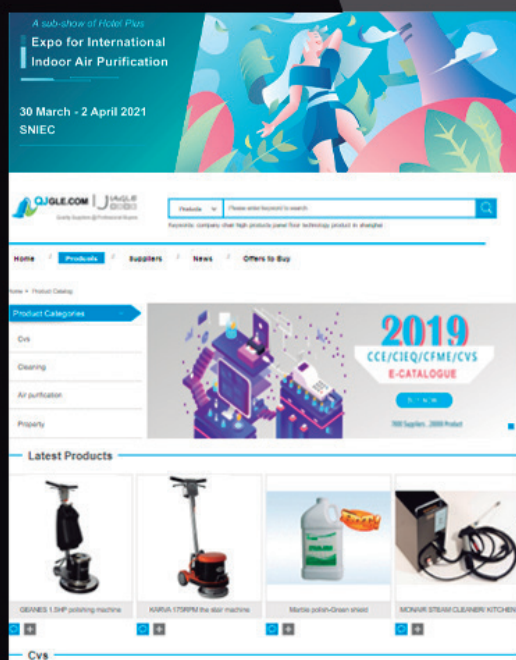
ONE FEATURED PRODUCT

ONE ARTICLE DISTRIBUTION

ONE WECHAT FISSION POSTER

**USD \$2,990**

ISSA PAVILION



ADDITIONAL EXPOSURE

# DIGITAL

[www.jiagle.com/sykj\\_qingjie/](http://www.jiagle.com/sykj_qingjie/)



## Show Overview

**400+** Exhibitors

**37,000** SQM Exhibition Space

**121,410** Trade Visitors

**50+** Forums and Activities

**2** International Pavillions



Dedicated to construction and operation of hotels and commercial space, Hotel Plus brings together leading suppliers specialized in Cleaning, Operation & Maintenance, Facility Management, Smart Retail, Building Materials and Hotel Amenities, to provide industry professionals a more efficient platform for sourcing and business networking.

As an important part of Hotel Plus, the CCE show has experienced 21 years of development based on rich industry resources of real estate companies, hotel groups and shopping malls. It aims to provide one-stop environmental sanitation solutions for hotels, shopping malls, office buildings and other commercial properties, as well as residences, municipal construction projects, factories and public facilities. CCE 2020 welcomed **350+** exhibitors covering **26,500** SQM exhibition space, and presented **50+** forums, competitions and other activities, which has opened up a new market space for cleaning industry.



Cleaning Equipment & Accessories

Cleaning Supplies & Agents

Restroom Supplies

Building Facility Maintenance & Management

Air Purification & Epidemic Prevention

Smart Cleaning Systems

Laundry Equipments

Environmental Sanitation Facilities & Products

## Supporters

- Shanghai City Appearance and Environmental Health Industry Association - Construction Cleaning Professional Committee
- Shanghai Indoor Contamination Control Industry Association
- Shanghai Air Conditioning System Cleaning Industry Association
- Association of China Commercial Enterprise Management
- MULTISPACE COOP
- Zhejiang Cleaning Industry Association
- Henan Cleaning Industry Association
- Heilongjiang Province Cleaning Industry Association
- Chongqing Cleaning Service Association
- Jiangsu Indoor Environment Cleaning Industry Association
- Ningbo Restaurants Association
- Sichuan Cleaning Service Industry Association
- Beijing Building Service Contractors Association
- Wenzhou Property Management Association
- Shanghai Federation of Industry and Commerce Technology - Chamber of Commerce Green Health Professional Committee
- King Mice Environmental College



## Former Exhibitors



\* in no particular order



## Exhibitor Testimonials

**Michael Yu**

**General Manager, Greater China, Hako Cleaning System (Shanghai) Co., Ltd.**

Every year the CCE show is a grand gathering for the cleaning industry, and we have been here for many years. This year's CCE show is as well organized as the last edition. The show layout was clearly segmented by line of business. The platform helps trade buyers to find professional suppliers. We have gained a lot, and hope that the CCE show will be more exciting in 2022!

**Jinfang Lu**

**President, Shanghai Liangyuxi Industrial Group Co., Ltd.**

CCE 2021 has drawn to a successful close. Here, I wanna express my gratitude to the show organizer for its great support! I would like to say a big thanks to all the leaders and partners for supporting us! We keep innovating to create more value for our customers. We will bring new products and new technologies to the next year's CCE show. Thank you for your support!

**Junjie Shao**

**General Manager of Environmental Science and Technology Dept.,  
Sinic Service Group Co., Ltd.**

We are honored to participate in the CCE show. As the speaker of Shanghai International Facility Management Forum, we shared our experience in facility management and operation, and also discussed new challenges in the property and cleaning industries. There were so many visitors that our booth was packed out. The CCE show has achieved great success this year.



## Kai Wei

### Managing Director, ITG PROPERTY

We would like to say thank you to the CCE show organizer for building up the networking platform for the cleaning industry. There were more cross-industry players at CCE 2021 than ever before. Compared to previous editions, there were also richer content, more diverse forms, and more participants. We have gained a lot.

## Qingwu Chen

### Sales Director - Asia, COMAC-FIMAP (Shanghai) Co., Ltd.

The CCE show did a really good job in terms of exhibition scale, service, arrangement of exhibitors, forums, and the gala dinner. It leaves me a good impression and is worth learning from for other exhibitions.

## Visitor Profile

Purchase products and placing orders

19.64%

Seek new business partners

17.30%

Find new suppliers and learn the latest market trends

18.77%

Evaluate possibility of exhibiting at the show

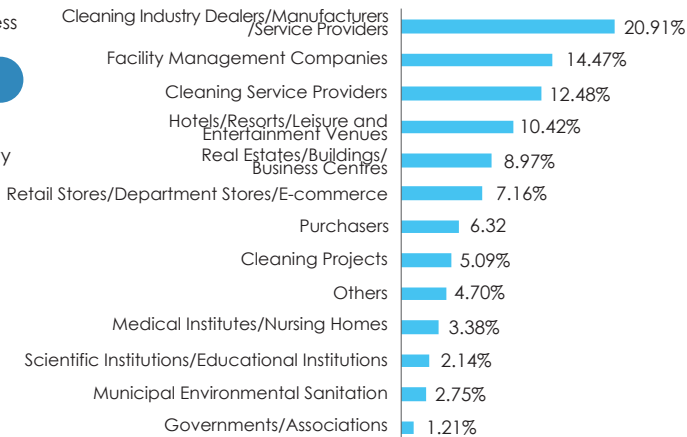
14.26%

Collect market information

15.54%

Strengthen business partnerships

14.49%



## Visitor Testimonials

### Yongxiang Zhuang

#### Secretary-General, Shanghai City Appearance and Environmental Health Industry Association - Construction Cleaning Professional Committee

CCE 2021 helped many exhibitors and visitors to broaden their horizons with its dedication to the cleaning industry. The activities held on the show floor analyzed the difficulties and hotspots of the industry, to provide references for its development. We are very happy to participate in the CCE show as the co-organizer of cleaning forums and competitions. We look forward to seeing you again next year!

### Junjie Shao

#### General Manager of Environmental Science and Technology Dept., Sinic Service Group Co., Ltd.

We are honored to participate in the CCE show. As the speaker of Shanghai International Facility Management Forum, we shared our experience in facility management and operation, and also discussed new challenges in the property and cleaning industries. There were so many visitors that our booth was packed out. The CCE show has achieved great success this year.

## Kai Wei

### Managing Director, ITG PROPERTY

The CCE show did a really good job in terms of exhibition scale, service, arrangement of exhibitors, forums, and the gala dinner. It leaves me a good impression and is worth learning from for other exhibitions.

## Intelligence and Craftsmanship

As a concurrent event of the CCE show, it features a series of activities themed as "Intelligence and Craftsmanship" including summit forums, China Cleaning Skill Competition, Smart Cleaning Show and Golden Palace & Golden Diamond 2.0 Awards Ceremony, connecting the whole industry and promoting the development of China's cleaning industry.

### Conferences and Forums

Management and cleaning will be held alongside the show. Over 200 industry influencers from China and overseas will be invited to share professional solutions. Industry professionals from commercial real estate development companies, hotel groups, department stores as well as facilities management and cleaning industries will comprise the majority of nearly 3,000 delegates to attend the conferences and forums.

- Shanghai International Facility Management Forum
- Cleaning Innovative Development Forum
- China Cleaning Round Table
- Future Transformation of Facility Management
- The 8th China "Quality Air, Good Future" Theme Forum
- Epidemic Prevention and Restroom Cleaning Forum
- Central Air-conditioning Cleaning for Epidemic Prevention and Control in the New Normal



### Cleaning Equipment Live Demo Zone

Cleaning Equipment Live Demo Zone showcases innovative equipment and technologies in cleaning and environmental sanitation industries worldwide, as well as intelligent application and the improvement of operational efficiency in real scenario. It has attracted Top 30 cleaning equipment suppliers and smart service providers at home and abroad, showing the transformation from traditional to smart environmental sanitation in an all-round way.



## China Cleaning Skill Competition

During the exhibition, a series of competitions - from the aspects of air treatment, floor cleaning, window cleaning, dust mopping, carpet cleaning and stone conservation - will be held, to fully display the latest technology and innovative development in the field of cleaning and air purification. Letting users from target industry try out and experience the functional features of the product can let professional skills competition and special products achieve more attention and influence.



- Scrubber Operating Skill Competition
- Dust Mopping Skill Competition
- Carpet Cleaning Skill Competition
- Stone Conservation Skill Competition
- Glass Cleaning Skill Competition
- Sweeper Operating Skill Competition
- Yangtze River Delta (Shanghai) Indoor Air Treatment Skill Competition



Judging Panel

## Golden Palace & Golden Diamond 2.0 Awards Ceremony

The awards ceremony aims to praise industry role models for their efforts and record their dedication. With the support of China Tourist Hotels Association, China Commerce Association for General Merchandise, China Architectural Culture Centre and local cleaning industry associations, it gathers business owners, delegates from hotel groups, property and facilities management companies, cleaning service providers, cleaning product manufacturers, as well as industry professionals in the field of real estate and design all under one roof. The Golden Diamond Award will be upgraded and many awards will be presented.



## Award Categories

- Cleaning Service Providers' Choice Awards
- Best Cleaning Brand Awards
- Most Popular Property and Facility Management Companies Awards
- Gold Awards of the Year
- Special Contribution Awards

## Insights and Practice

As a concurrent event of CCE, Insights and Practice activities provide opportunities for hotel and commercial space industry professionals to communicate and cooperate with each other. With focus on "Hotel+", it connects upstream and downstream of the entire industrial chain, and brings together industry professionals from hotel groups, real estate companies and developers to discuss hot topics and innovation trends that the industry most concerned about, contributing to the future development of the industry.

- Global Real Estate Architect Festival
- Shanghai International Shopping Mall Development Forum
- China Hotel Procurement Conference
- Hotel Plus Mockup Room Show



Shanghai International Shopping Mall Development Forum



Hotel Plus Mockup Room Show

# Marketing Promotion

70,000+

WeChat Followers

40,000+

SEM Clicks

90,000+

Direct Mails

300,000+

SMS

100,000+

Emails

6,000+

Online Ads

3,000+

Social Media Reposts

## China's Largest Clean+ Cross-industry Ecosystem



Cleaning Service Providers



Facility Management Companies



Hotel Groups



Real Estate Companies

## Featured Buyers



### Facility Management



### Retail



### Hotel



### Real Estate

