



GLOBAL SHOWS

By Informa Markets & ISSA

FOR IMMEDIATE RELEASE

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ISSA AND INFORMA MARKETS SOLIDIFY PARTNERSHIP IN INDIA

IRVING, TX, US – April 29, 2021 – ISSA and Informa Markets solidify strategic partnership serving the Indian global cleaning and facility management industry through the launch of the ISSA Conference India scheduled for October 21-22, 2021 at the Westin Mumbai Garden City in Mumbai, India.

“ISSA is very happy to further expand our strong global partnership with Informa Markets by offering the ISSA India Conference,” said Dianna Steinbach, ISSA Vice President of International Services. “This collaboration enables ISSA to bring more international insights and education at a local level, supporting the Indian cleaning industry’s growing professionalism, as well as helping local businesses contribute to improved public hygiene and societal advancements.”

The launch of the in-person ISSA Conference India comes on the heels of the incredibly successful inaugural event hosted by the partners in 2020 – the ISSA Global Biorisk Symposium in India. More than 1,000 industry professionals joined the online symposium to receive cutting edge information from highly qualified speakers on cleaning for infectious disease transmission prevention.

Speaking on the announcement of the ISSA Conference, Yogesh Mudras, Managing Director, Informa Markets in India, said, “We are happy to work closely with ISSA to launch the ISSA Conference India. It will not only bring international advanced experience and ideas to India’s fast-growing cleaning industry but also will introduce overseas innovative equipment, products and solutions to the huge India market. By joining forces and sharing resources, I believe together we can promote better development of the cleaning industry!” The ISSA Conference is as timely as it is relevant considering the see saw battle we are engaged with at the moment with the pandemic. The event will bring together professionals and companies, sensitizing them on the pertinent issues in dealing with pandemics and redefining the global cleaning community with the single mission of changing the way the world views cleaning. The symposium is designed to provide the commercial, institutional, and industrial stakeholders with lessons learned and best practices in disaster management, readiness and resiliency, as well as leadership in times of crisis.”

Visitors of the ISSA Conference India can source new cleaning solutions for commercial cleaning, industrial cleaning, public utilities, municipal environmental sanitation, indoor environment purification and property, provided by international and local Indian companies.

The event will host 8 educational conference sessions over the course of 2 days on topics such as Sanitation, Health, and Hygiene in India - Challenges for the Coming Decade, Key Management Solutions Every Facility Service Provider Should

Consider, The Science Behind Cleaning & Disinfecting, Integrating Infection Prevention into Routine Cleaning: Learnings from Covid Pandemic, The Next Big Need in India's Facility Management World, Leveraging the Merger of Building Automation & Service IoT, Developing a Top Quality Assurance Program, and Making the Business Case for Investing In Cleaning & Hygiene.

WHO SHOULD ATTEND?

The ISSA Conference India establishes a framework for communication and awareness of best practices throughout the world and more specifically in the Indian market. The event is ideal for cleaning and facility management professionals looking for education, products, solutions and the latest technologies and trends to enhance the health and safety of the buildings they maintain.

The ISSA conference India will attract executive decision makers from commercial cleaning, industrial cleaning, hospitality, retail, public utilities, municipal environmental sanitation, indoor environment purification and other public venues of all sizes seeking to improve operating procedures.

IN-PERSON EXHIBIT, SPONSORSHIP & DIGITAL OPPORTUNITIES

The ISSA Conference India offers flexible and customized opportunities that enable companies around the world to showcase products and services and grow their reach in the Indian market. Companies seeking to reach key decision-makers within the Indian market have an opportunity to not only build brand awareness abroad but to improve company positions as a leading player in the worldwide cleaning industry.

For further information on ISSA Conference India, visit <https://www.issashow.com/en/industry/issa-global-shows/issa-conference-india.html>.

NEW & GROWING STRATEGIC PARTNERSHIPS

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 worldwide 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.

Paired with the growing family of events, ISSA also brings to the partnership a wide offering of international certifications, accreditations such as GBAC STAR™ Facility Accreditation, training, market intelligence, market expansion consulting, business networking and many other benefits to each local region.

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 platform where all industry specialists converge. Across all B2B tradeshows, conferences and educational symposiums in the portfolio, ISSA and Informa take pride in

disseminating knowledge, increasing education and awareness, connecting buyers and sellers, and promoting the advancement of cleaning technologies to promote a clean, healthy, safe and sustainable world.

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. The ISSA & Informa Global Shows Portfolio allows 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. Expanding into such a large and important market as India is critical to this mission. We’re honored and excited to start serving more global communities with a record number of exciting events taking place around the world including Europe, China, India, Southeast Asia, Korea, 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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ISSA, THE WORLDWIDE CLEANING INDUSTRY ASSOCIATION

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.

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.

ISSA SHOW NORTH AMERICA

The [ISSA Show North America](#) 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.

ABOUT INFORMA MARKETS AND OUR BUSINESS IN INDIA

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has presence across Mumbai, New Delhi, Bangalore and Chennai. For further details, please visit – <https://www.informamarkets.com/en/regions/asia/India.html>.