

SHANGHAI NEW INTERNATIONAL EXPO CENTRE

MARCH 30 - APRIL 2

ISSA

2021 PAVILION

EXPO CLEAN FOR COMMERCIAL PROPERTIES & HOTELS

A SUB-SHOW OF HOTEL & SHOP PLUS

# NEW PARTNERSHIPS

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.



## 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

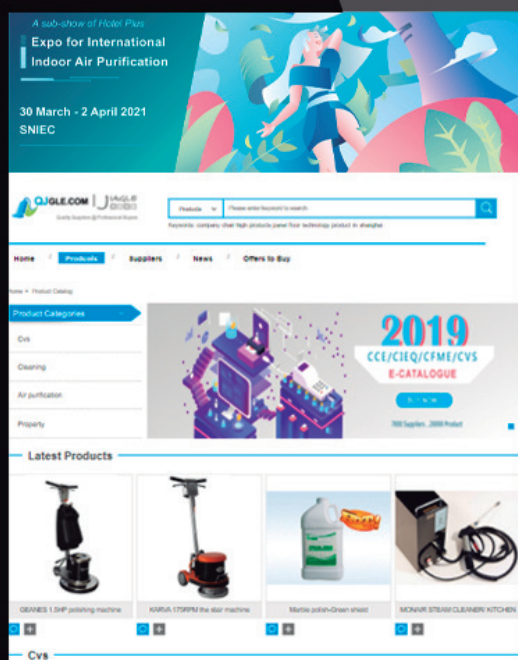
MOBILE & MINI-PROGRAM  
BANNER ADS

ONE FEATURED PRODUCT

ONE ARTICLE DISTRIBUTION

ONE WECHAT FISSION POSTER

**USD \$2,990**



**ADDITIONAL** EXPOSURE

# DIGITAL

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

ISSA PAVILION



## Show Overview

**2100** Exhibitors

**200,000** SQM Exhibition Space

**110,375** Trade Visitors

**80+** Forums and Activities

**15** Hotel Plus Mockup Rooms



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.



## Supporters

China Commerce Association for General Merchandise / China Tourist Hotels Association / MULTISPACE COOP

Shanghai City Appearance and Environmental Health Industry Association - Construction (Structure) Cleaning Professional Committee

Shanghai Indoor Contamination Control Industry Association  
Shanghai Air Conditioning System Cleaning Industry Association  
Shanghai Clean Alliance

Beijing Clean Service Association  
Zhejiang Cleaning Industry Association

Henan Cleaning Industry Association  
Ningbo Restaurants Association

Anhui Province Purification Engineering Association  
Heilongjiang Province Cleaning Industry Association  
Jiangsu Indoor Environment Cleaning Industry Association  
King Mice Environmental College  
Qingdao Junrong Innovation Engineering Research Institute

International Facility Management Association (IFMA)  
ISSA



## Former Exhibitors

**Hako**  
Clean ahead

**GAUSSIAN**  
ROBOTICS  
高仙机器人

**i-team**

**深兰科技**

**梁玉莹**

**ChaoBao**

**浩**

**浩睿智能**

**eOS 能效通**  
让建筑能感知 有互动

**熊猫集团**  
PANDA GROUP

**树派环保**  
JP-TREE ENVIRONMENTAL

**Shanover**

**SARAYA**  
Connect Through Life

**KXRCHER**

**Bennett**

**Trust**

**扬子**  
YANZI

**PNJER**  
派勒·好地垫·好地面

**trioo**

**HAWK**  
HAWK INTERNATIONAL

**Est. 1958**

**AAA. 国际香氛**  
GLOBAL AROMA

**洁柔**  
只在手湿

**恒安集团**  
HENGAN

**Sunshine 日光**

**FIMAP**  
affordable cleaning

**3M** 科技改善生活™

**Honeywell**

**Discover**  
Innovative Battery Solutions

**Nilfisk**

**Gadlee** | 嘉得力

**SGS**

**starmix**

**KARVA 伽华**

**MIDWEST RUBBER**  
MIDWEST RUBBER

**MINGNUO**  
OFFER YOU A FRESH WORLD!

**ICE**

**RELIANCE** 至诚  
ENVIRONMENTAL SERVICES

**abram**

**SHOG**  
三和曙光  
SANHE DAWN

**Colliers** 高力国际  
INTERNATIONAL

**TVX**

**超洁亮**  
SUPER-CLEAN

**白云清洁**  
BAIYUN CLEANING

**SINISUN** 新松

**amer**  
motion - changzhou

\* in no particular order



## Exhibitor Testimonials

**Yu Yi**

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

It was a grand event in the cleaning industry. Hako had participated in CCE for many years. The overall feeling of the exhibition hall was better than previous this year and the organization was better. The industry segmentation was more accurate and more professional. We gained a lot and at the same time we also established a good relationship of cooperation and mutual assistance with industry colleagues during CCE. I hope that CCE can do better and better in the future!

**Huang Haozhao**

**Vice General Manager, China Chaobao Cleaning Equipment Group**

During the exhibition, our booth attracted so many visitors and had several business chats. We also received many orders. Our sales and engineers were busy meeting customers from different regions. Overall, this year's exhibition was organized successfully!

**Zhang Wei**

**Vice President, Shanghai Liang Yu Xi Cleaning Products Co., Ltd.**

It was our great honour to participate in this exhibition. The on-site visitors were very active and professional. Many customers had put forward some constructive suggestions on our products and service after consultation and communication, which benefited us a lot. Through this exhibition, we showed our products and service to more user groups, which let more customers know our platform. We will do our best to provide customers with one-stop cleaning product solutions. We will contain the "efficient, transparent, honest, generous, modest, righteous" values to make great efforts in creating clean, ecological and healthy work and living environment for people.



## Zhang Beili President, i-team China

Provide professional service for customers, use service to make values.

CCE is one of the most eye-catching and professional shows in the cleaning industry. Since the cooperation between I-Team and CCE, it has received great attention from the market. We hope CCE could be better and better in the future. See you in Shanghai in 2021!

## Ding Ding CMO, Gaussian Robotics

CCE is the largest exhibition Gaussian has invested in so far in the epidemic period. Two booths show of Gaussian showed the image of "professional, reliable and smart" and attracted a large number of customers to consult. Thanks to CCE for providing a platform for the whole industry to gather together. I wish CCE 2021 will be better and look forward to meeting again.

### Visitor Profile

Purchase products  
and placing orders

19.73%

Seek new business  
partners

18.79%

Find new suppliers  
and learn the latest  
market trends

17.93%

Possibility of  
exhibiting at  
the show

14.38%

Collect market  
information

15.15%

Strengthen  
business  
partnerships

14.38%



### Visitor Testimonials

#### Ma Yun

##### General Manager, Colliers International Property Services (Shanghai) Co., Ltd.

Property management industry was faced with great challenges in 2020 as the epidemic influenced the market a lot. This year's CCE provided a platform for upstream and downstream industries in property management to communicate with each other. We expressed our opinions and learnt a lot during the exhibition. I hope this event will help property industry to build a new milestone.

#### Shao Junjie

##### General Manager of Environmental Technology Dept., SINIC Group

I was honoured to participate in CCE organized by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. And as a speaker in property management forum, I shared property management experience with other people. We also discussed the new challenges in the property and cleaning industry. I was happy to made my efforts in the development of property and cleaning industry. There were many visitors and exhibitors in the exhibition and I thought it was a huge success.

#### Shi Bin

##### Senior Growth Director, Aramark China

We were glad to participate in this year's CCE and its concurrent activities. The quantity and quality of visitors were beyond our expectations. Forums were also organized professionally. I met a lot of friends during the exhibition and thanks to organizer for providing such a good platform.

## 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

More than 10 forums on facilities 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.



**Ma Yun**  
General Manager  
Colliers International Property  
Services (Shanghai) Co., Ltd.



**Jiang Yaoquan**  
Executive Director  
Cushman & Wakefield  
Vanke Service



**Shao Junjie**  
General Manager of  
Environmental  
Technology Dept.  
SINIC Group



**Wei Kai**  
Managing Director  
Shenzhen International  
Trade Centre Property  
Management Co., Ltd.



**Yuan Hongkai**  
Vice President & CIO  
Country Garden Services  
Holdings Company  
Limited



**Shi Bin**  
Senior Growth Director  
Aramark China



**Bao Jiayong**  
Vice President  
EIT Environmental  
Development Group  
Co., Ltd.



**Zhu Renyi**  
Director of Dept. of Disinfection  
and Infection Control  
Shanghai Municipal Center for  
Disease Control & Prevention



**Cao Minggao**  
President  
Shanghai Lanyun  
Industrial Development  
Co., Ltd



**Tang Xudong**  
General Manager of  
Business Dept.  
ISS Shanghai Branch



**Xiong Xiaobing**  
CIO  
ESG HOLDINGS  
LIMITED



**Zhou Ren**  
President & CEO  
CHINA SHINE

\* Here is part of former speakers listed in no particular order.

- China (Shanghai) Property Industry Summit Forum
- Public Epidemic Prevention and Toilet Cleaning Forum
- IFMA China FM Awards Ceremony & FM Forum
- Air Conditioning Market Innovative Development Forum
- Cleaning Innovative Development Forum
- China Cleaning Industry Online Town Hall
- China "Quality Air, Good Future" Theme Forum
- Trend Forum on Hotel Textiles: from Purchasing to Rental and Washing



### 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.



Judging Panel

- 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



## 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

5,000+  
Online Ads

200+  
Offline 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

**jinke**  
金科物业

**新城悦**

**蓝光·耀宝**

**SHLP**

**東原**

**东原物业**

**碧桂园**

**保利·物业**

**SUNING**  
苏宁银泽物业

**CBRE**  
世邦魏理仕

### Facility Management

**CUISHAN & WANGFIELD**

**savills**

**Colliers**

**恒大集团**  
HENDEN GROUP

**Grandale**  
金源物业

**绿城集团**  
GREENTOWN

**Longfor 龙湖地产**

**长城物业**  
GREAT WALL PROPERTY

**星河湾集团**

**JLL**  
仲量行

**Alidea 美的地产**  
美的置业 服务集团

**南都物业**  
NAN DU PROPERTY

**蓝光BRC**

**VS**

**万科物业**

**大众物业**

**GOLTE 金地**

**HONGKANG**  
宏康物业

**华润物业科技**  
CR Property Technology

**金鼎物业**  
JINDING WUYE

**AGILE SERVICES**  
敏捷集团

**中流物业**

### Retail

**DANMARU**

**大商百货**

**恒隆集团**  
HANG LUNG GROUP

**茂业百货**

**摩尔百货**  
Mo Er Bai Huo

**仁和春天百货**

**万达广场**  
WANDA CITY PLAZA

**天街**  
TIANJIE

**新城市广场**

**新百**  
XINBAI

**PARKSON 百盛**

**银泰**  
YINTAI

**王府井集团**  
Wangfujing

**利群集团**  
LIQUN GROUP

**中百控股集团股份有限公司**  
ZHONGBAI HOLDINGS GROUP CO., LTD.

**东百集团**  
股票代码: 600695

**MAG**

**长联欧亚集团股份有限公司**  
CHANGLIAN EURO-ASIA GROUP CO., LTD.

**W**

### Hotel

**Hilton**

**WYNDHAM**  
温德姆酒店集团

**IHG**

**华住酒店集团**  
HUAZHU

**开元酒店集团**  
KEYUAN HOTELS

**DOSSIN**  
东星国际

**LANDISON**  
雷迪森酒店

**SUNMEI 尚美生活**

**H**  
Hilton Garden Inn

**BLOOMSBURY HILL**  
布卢姆山酒店

**Hampton**  
汉普顿酒店

**TH**  
THE HOTEL GROUP

**SAVILE**  
SAVILE HOTEL GROUP

**NARADA**  
纳客酒店

**如家精选酒店**

**MINYOUN**  
明源酒店

**CANBEAUTY**  
尚美酒店集团

### Real Estate

**SOHO CHINA**

**POWERLONG**  
宝龙集团

**保利置业**  
POLY PROPERTY

**和记黄埔地产**

**华润置地**

**CapitalLand**  
绿地

**LANDSEA 朗诗**  
——绿色创新未来——

**Longfor 龙湖地产**

**绿地集团**  
GREENTOWN GROUP

**瑞安房地产**  
SWIRE LAND

**Tomson Group**

**万达集团**  
WANDA GROUP

**万科**

**新鸿基地产**  
Sun Hong Kai Property

**招商地产**

**ATC**