



MIDDLE EAST
CLEANING
TECHNOLOGY WEEK

POST SHOW REPORT 2019

The ultimate platform
for the region's cleaning
and hygiene industries



SHOW PROFILE

Middle East Cleaning Technology Week, the region's premier trade show for the cleaning, hygiene and car wash and car care industries, returned for its 5th edition in 2019.

Industry-leading brands and suppliers from around the world presented cutting-edge solutions for a variety of sectors at the Clean Middle East Expo and Gulf Car Wash Car Care Expo.

A free-to-attend conference ran in parallel covering a range of relevant topics, including facilities management and cleaning. Gulf Laundrex presented by Texcare, dedicated to laundry and dry cleaning, returned as a special conference on the third day of the show.

Edition	: 5 th
Date	: 15 – 17 October, 2019
Venue	: Halls 5 – 6, Dubai World Trade Centre, UAE
Organisers	: Messe Frankfurt Middle East GmbH VIS EXCO Dubai
Total Gross Sqm.	: 3,200 Sqm
Exhibitors	: 53
Visitors	: 3,125



3,125
visitors



from **78**
countries



53
exhibitors



from **15**
countries

List of top 10 exhibiting countries

1. UAE
2. Germany
3. USA
4. Lebanon
5. Pakistan
6. Turkey
7. UK
8. Italy
9. Spain
10. Russia

List of top 10 visiting countries

1. United Arab Emirates
2. Saudi Arabia
3. India
4. Kuwait
5. Oman
6. Bahrain
7. China
8. Pakistan
9. United Kingdom
10. Italy

Top Exhibitors



KÄRCHER

vileda
PROFESSIONAL

HygieneTech
Your Hygiene Solutions

A K C



**REZA
HYGIENE**

Trakita

ALBARIQ EQUIPMENT

Nilfisk



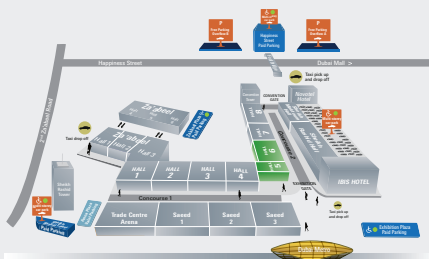
**AQUA
FOAM**

STARTING POINT
GENERAL TRAINING

CAIRBON

**6000
DISINFECTANT**

2019 VENUE MAP



● Electric Car Charging Units

Halls 5 – 6



This year, the Gulf Laundrex presented by Texcare conference provided a dedicated platform for laundry, dry cleaning and garment and textile care.

The event focused on key trends, best practices and rising innovations that offer exciting new benefits for end-users, especially in terms of improved efficiency, cost-effectiveness and service quality.

Organised by

messe frankfurt

VIS EXCO
DUBAI

Key Visitor Groups



Hospitality



Healthcare



Facilities Management



Commercial Cleaning



Car Wash Centres



Auto-detailing



Airports / Ports



Catering



Education Institutions



Retail Properties

Free-to-Attend Conferences

Middle East Cleaning Technology Week held free-to-attend conferences on each show day, discussing trends and strategies covering Facilities Management, Cleaning, and Laundry.

Facilities Management Conference

Day 1 – Tuesday, 15th October, 2019

The latest trends and opportunities in the regional facilities management industry were the main focus of this forum.

- Evolution of FM – present-day scenario, the changes required and challenges in implementation
- Transition to technology
- The changing FM processes: collaborating with the product / system providers
- Factors enabling sustainable growth

Cleaning Conference

Day 2 – Wednesday, 16th October, 2019

From the latest advancements to new standards and best practices, experts discussed the changing dynamics of the cleaning industry.

- Leadership for new age housekeeping
- The driving force of AI – its implications and applications in the cleaning process
- Combating contamination, up-'holding' hygiene
- Energy, water, chemicals and costs – creating synergies

Gulf Laundrex presented by Texcare conference

Day 3 – Thursday, 17th October, 2019

The conference provided a platform for key topics relevant to the laundry and dry cleaning industry.

- Laundry and dry cleaning entering the digital era
- 4.0 – Automisation and digitalisation of laundry and dry cleaning
- Rising cost and comfort of dry-cleaning
- Best practices to differentiate laundry care business
- Linen talks: understanding fabrics & wash cycle
- Optimising laundry operation and hygiene

SEE YOU NEXT YEAR!

10 – 12 November, 2020
Hall 8, Dubai World Trade Centre