











**POST-SHOW** REPORT

## 东 | 浦西 60万平米产业互联 2024年 3月26日-29日——

A sub-show of Shanghai International Expo for Hospitality, Commercial, Office and Public Space

## **China Clean Expo**

26-29 March 2024 Shanghai New Int'l Expo Center

**Co-located Events** 

Expo for Int'l Indoor Air Purification Expo for Int'l Facility Management Expo for Int'l Environmental Sanitation and Public Facilities

Organized by























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Part One

## **Show Overview**

China Clean Expo

26-29 March 2024

Shanghai New Int'l Expo Center

### **Show Overview**











China Clean Expo 2024, organized by IM Sinoexpo and supported by ISSA - The worldwide cleaning industry association, China Tourist Hotel Association, China Commerce Association for General Merchandise and China Architectural Culture Centre, presented a successful returning show from March 26th-29th, 2024 at Shanghai New International Expo



As a sub-show of Hotel & Shop Plus, the leading hospitality and commercial space event in China, the total exhibition area of HSP 2024 reached and outside China showed up to display their latest products, equipment and solutions, and the overseas visits amounted to 4,469. The 4-day exhibition also held 80+ professional forums,

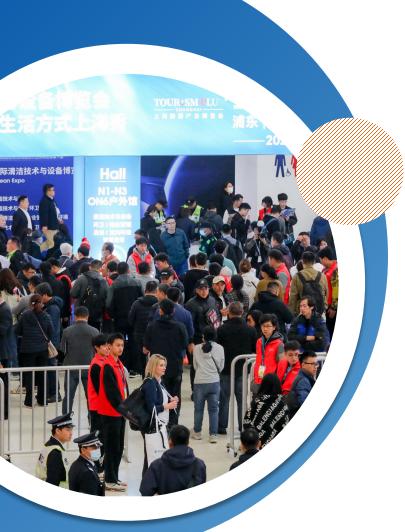












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Part Two

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## **Photo Gallery**















- ISSA The Worldwide Cleaning Industry Association
- IFMA International Facility Management Association
- Association of China Commercial Enterprise Management
- Shanghai Trade Association of City Appearance and Environmental Sanitation
- Shanghai Indoor Contamination Control Industry Association
- Shanghai Air Cleaning Industry Association
- China Stone Material Association
- Engineering Guidance Team of Hotel Branch of Shanghai Tourism Trade Association
- Beijing Cleaning Service Association
- Jiangsu Cleaning Service Industry Association
- Anhui Cleaning Industry Association
- Sichuan Cleaning Service Industry Association
- Zhejiang Cleaning Industry Association
- Henan Cleaning Industry Association
- Ningbo Hotel Industry Association
- Tianjin Clean Industry Association
- Nanjing City Appearance and Cleaning Association
- ACCESS-Association for China Cleaning Equipment and Sanitary Supplies
- Jiangsu Air Purification Industry Association
- Zhejiang Air Purification Industry Association
- Anhui Air Purification Industry Association





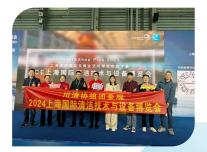


















### **Opening Ceremony**











Many leaders from industry associations and organizers presented the Grand Opening Ceremony held in South Hall of SNIEC on March 26, 2024.

- ◆Meihong Cheng, Deputy Director, Shanghai Municipal AD of Culture and Tourism
- ◆Jun Fan, President, China Commerce Association for General Merchandise
- ◆Ziyuan Sun, Vice President, China Tourist Hotel Association
- Shengping Liu, Executive President, China Association of Lighting Industry
- ◆Shaoyan Shang, Secretary & Director, China Architectural Culture Center, MoHURD
- ◆Guansheng Luo, Vice President, China Property Management Institute
- ◆Tao Xin, Secretary, China Tourist Hotel Association
- ◆Brant Insero, Global Chief Education Officer, ISSA
- ◆Yanping Yang, Secretary General, Hotel Branch of Shanghai Tourism Trade Association
- ◆Bin Wang, Secretary General, Shanghai Air Cleaning Industry Association

- ◆Yongxiang Zhuang, Deputy Secretary General, Shanghai Trade Association of City Appearance and Environmental Sanitation
- ◆Yi Chen, Senior Vice President of Supply Chain, Huazhu Group
- ◆Ruizong Li, General Manager, Greenland Hotel And Tourism Group
- ◆Hongbin Zhang, President, Purchasing Supply Chain Branch of China Tourist Hotel Association
- ◆Xin Mang, Secretary Assistant, China Tourism Association
- ◆ Ian Roberts, Vice President, Informa Markets
- ◆Mingliang Wang, Founder & Director, IM Sinoexpo



















I was really impressed for this new edition of CCE! The huge cleaning sector in China has been perfectly represented in a modern and prestigious frame offering a wide panorama of all merchandising sectors: machines, robots, tools, equipment, accessories, components. Innovation, technology, research have all been clearly visible and touchable. The colocation with HOTEL PLUS was surely a plus, offering to CCE exhibitors the possibility to widen their visitor's portfolio.

As ISSA EMEA representative I have been honored of giving my contribution to a round table and a forum as all those moments are unique chances to learn more about the sector dynamics and share ideas. Congratulations for the perfect organization.

-- Toni D'Andrea, Director, ISSA EMEA / CEO, ISSA PULIRE NETWORK

Congratulations on the successful conclusion of CCE show! This exhibition not only gathered many industry elites at home and abroad, but the National Cleaning Industry Standardization Forum and the National Cleaning Industry Vocational Skills Competition also achieved great success here.

Thanks to CCE for building a platform for industry communication at home and abroad. We look forward to CCE continuing to innovate in the future and working together to contribute to the high-quality development of the cleaning service industry!

-- Guansheng Luo, Vice President, China Property Management Institute

First, I wanted to say thank you to the entire CCE team. You should all be very proud of your work to execute a brilliant expo. The show was breathtaking as it embraced technology and innovation throughout the entire week. The show was full of energy and excitement both on the show floor and within the forum sessions. For those individuals that have not experienced this event, I highly recommend that you invest in the time and resources to attend in the future editions. This is a must attend event!

-- Brant Insero, Global Chief Education Officer, ISSA

The CCE show is not only a platform to display the latest technology and exchange industry experience, but also an important opportunity for us to jointly promote the high-quality development of the stone care industry. With joint efforts and wisdom, we will surely be able to achieve more fruitful results and inject new vitality into the development of the stone care industry. I sincerely hope that all colleagues can participate in CCE as always, to have in-depth exchanges and extensive cooperation, and jointly explore new ideas and new models in the stone care industry.

-- Yingbo Ma, Secretary General, Stone Conservation Committee of China Stone Material Association











Meet in the spring, CCE show came to a successful conclusion. This is a grand event for the domestic and foreign cleaning industry. Big names and experts in the industry gather to discuss the collision of new productivity concepts, perspectives, and solutions for the upgrading of traditional industries; manufacturers presented countless new technologies, intelligence, digitalization, electrification, and green products, leading the development of the industry. The exciting skills competition provides a platform for contestants to showcase their skills and style. I wish CCE show a better future!

Yongxiang Zhuang, Deputy Secretary General,
 Shanghai Trade Association of City Appearance
 and Environmental Sanitation

We have cooperated with CCE for more than 10 years. At this exhibition, we not only witnessed the development of the industry and the harvest of the company, but also felt the professionalism of CCE. Let us work together to write a more glorious chapter in this big community and contribute our effort to the future of the industry.

--- Fang Wang, Secretary General, Shanghai Indoor Contamination Control Industry
Association

The successful wrap-up of CCE show has undoubtedly brought new vitality and power to the entire cleaning industry. It not only showcased the latest developments and achievements in cleaning technology, but also promoted exchanges and cooperation, innovation and development in the global cleaning industry.

At the same time, many innovative products and technologies were unveiled at the show, brought more surprises and possibilities to the global cleaning industry. I sincerely wish CCE a bright future, to become a role model of the global cleaning industry and lead the development of it!

-- Bin Wang, Secretary General, Shanghai Air Cleaning Industry Association









CCE helps cleaning product suppliers display scientific and technological achievements, broaden business paths, and promote corporate development. CCE helps cleaning service companies expand their industrial horizons, inspire innovative thinking, and strengthen their confidence in development.

I wish CCE always maintains its vitality.

 — Jialiang Zhai, President, Beijing Clean Industry Association I am honored to participate in CCE show. There are many cases on smart security, smart inspection, smart home etc. were shared onsite, a platform was provided to communicate and cooperate with professionals in other industries. I also deeply felt the power of innovation at CCE, many companies and teams displayed their innovative results, products and solutions. These innovations will not only improve the efficiency and quality of property management, but also bring a better life experience to residents. I believe that with the continuous advancement of technology and the emergence of innovation, the property management industry will embrace a better future.

-- Zhanjun Li, President, Property Branch of China Professional Managers Association

CCE 2024, organized by IM Sinoexpo and coordinated by the Ningbo Hotel Industry Association, attracted more than 150 hotel general managers and department directors from Ningbo city. After the visit, they all feedbacked that the visit was meaningful, and they witnessed diverse and practical products, which met their expectation. Great thanks to CCE!

Jun Hong, Deputy Secretary General, Ningbo Hotel
 Industry Association

Warm congratulations on the successful conclusion of 2024 CCE show! The visiting group of Nanjing City Appearance Cleaning Association gained a lot! This exhibition not only provided everyone with the opportunity to have an in-depth understanding of the development of the cleaning industry and cutting-edge technologies, but also offered a platform for visitors to interact and learn. The professionalism of CCE has been widely recognized by our member companies. We firmly believe that in the future, IM Sinoexpo will continue to play its important role and promote the high-quality development of the cleaning industry.

-- Libin Zhang, President, Nanjing City Appearance and Cleaning Association











CCE show, known as the "Wind Vane" of Asia's cleaning industry, has started a new journey. It covered all fields of the cleaning industry and comprehensively displayed new products, new technologies and new industry trends etc. Various activities like seminars, forums, product demonstrations, etc. were held alongside to present the most cutting-edge industry development directions and showcase cleaning solutions that meet the needs of different fields. This in-depth interactive platform turned out to be a large-scale and exciting cleaning feast!

Through CCE, we saw the innovation of technical equipment in the cleaning industry and learned about the future development trends of the industry. It has far-reaching significance for promoting exchanges and collaboration among industries, guiding cleaning enterprises to keep pace with the times, change development concepts, build innovative development paths, and enhance the overall competitiveness of enterprises. I sincerely wish CCE a better prospect! Looking forward to meeting CCE in the future!

-- Peier He, President, Zhejiang Cleaning Industry Association

2024 CCE was not only a grand gathering of the cleaning industry, but also a feast of knowledge and a collision of ideas. The cutting-edge technologies were displayed onsite, giving audience a chance to feel the huge potential and infinite possibilities of our industry. It had also made positive contributions to promoting the development of our country's cleaning industry.

Looking to the future, we must continue to innovate and optimize to make the cleaning industry more dynamic and competitive, and work with more friends and partners to push the cleaning industry to new heights.

-- Yingyong Liu, President, Sichuan Cleaning Industry Association











We and our members joined 2024 CCE show. Many thanks to CCE and the organizer for setting up a platform for industry peers to jointly discuss industry development trends and future development directions.

CCE continued to lead industry innovation and promote industry development to a new level. This exhibition brought together many well-known domestic and foreign companies, displaying the latest and most cutting-edge cleaning technology and equipment. We deeply felt that the cleaning industry is facing unprecedented development opportunities and looked forward to the grand opening of the next edition.

-- Chenyang Guan, Secretary General,, Jiangsu Cleaning Industry Association

Congratulations on the successful holding of 2024 CCE. our member delegation joined the show, and all harvested a lot. During the four days, everyone gained a lot from visiting the exhibition, browsed the expo floor, attended forums and communicated with cleaning equipment manufacturers to learn about new products and new concepts of the cleaning market. I hope that in the future, everyone could learn from each other, join forces and seek development via this big platform, and contribute to the healthy development of the national cleaning industry.

-- Wei Han, Executive President, Henan Cleaning Industry Association

OTEL & SHOP PLUS Shanghai









As a close and solid partner of Nilfisk, 2024 CCE continued to provide a very valuable opportunity for us. With Its huge scale and influence, more people have the chance to know and love Nilfisk. Looking forward to the future, Nilfisk will continue to work together with CCE to bring more leading products and solutions, as well as advanced cleaning concepts to more places that need Nilfisk; at the same time, we can also learn and make progress together with industry peers through this platform.

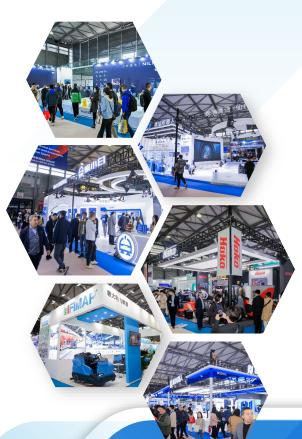
-- Kaiyun Yang, GM, Nilfisk Greater China

As winter turns to spring, flowers are blooming. CCE, known as the "wind vane" of Asia's cleaning industry, returns again. Thank you to the organizer for providing a platform to bring together many elites in the industry to discuss the future of the cleaning industry. We hope that in the future, Viggo and CCE will continue to pursue excellence, make innovative breakthroughs, and contribute to the progress and development of the cleaning industry. We look forward to working with all partners to open a new chapter in smart cleaning and create a brilliant future for the cleaning industry.

-- Hui Wang, GM, Domestic Sales Department of Viggo

Things return to normal after the pandemic. CCE had been extremely popular this year, domestic and foreign visitors came here to celebrate together. As an innovative pioneer in the cleaning industry, Fimap had presented new concepts, new technologies, and new products to the audience, and we made many more friends. Looking forward to joining CCE next year!

— Lu Zhang, Marketing Director, Fimap China



CCE is a leading professional exhibition of cleaning equipment and technology in Asia and even the world, and also an important partner of Gausium. It has been nearly nine years since Gausium brought the world's first commercial cleaning robot to CCE. Over the past 9 years, CCE has become an important stage to release the latest commercial cleaning technologies, products, and solutions to the domestic market. Step ahead of smart cleaning with Gausium. We hope that Gausium and CCE will join hands to continue to output high-quality results and contribute to the digital and intelligent transformation of the cleaning industry.

--Shawn Tang, CMO, Gausium

Hako has also grown up together with CCE while witnessing its development. There had been many new changes in the show this year, which offered both opportunities and challenges for Hako. We are willing to embrace the unknown with CCE, and also wishes that CCE will achieve more in 2025.

-- Yi Yu, GM of Greater China, Hako

CCE 2024 was a big success, the show floor was flourishing, visitors and exhibitors were all high-quality, the event organizer was also a responsible one, and the online and offline publicity was very expansive, which benefited a lot to our sales and brand awareness. we look forward to joining CCE next year and wish CCE a bright future!

-- Sisheng Ma, Marketing Manager, Pudu Technology



Shanghai Exhibition in 2025!

At this 2024 Shanghai International Clean Technology and Equipment Exhibition, COSCO Heavy Industries has completed the relevant exhibition work beyond expectations in terms of customer quantity, customer quality, potential orders and comprehensive effects. For an emerging new energy special equipment company, I would like to thank the organizing committee We will do all the work thoughtfully and meticulously. We look forward to seeing you at the

-- Ning Liu, GM of New Energy Department, ZYZKION

As an exhibitor, Ecolab is very pleased to participate in the CCE 2024 at SNIEC. The exhibition layout is quite clear, a large number of domestic and foreign professional visitors showed up, with good guidance, participants enjoyed excellent visiting experience; in addition, this valuable platform also empowered the Ecolab's development.

-- Qing Ji, GM of Departments, Ecolab Greater China

Many excellent cleaning equipment suppliers convened at CCE 2024, we also showcased the latest and most popular cleaning equipment and solutions. Countless domestic and overseas visitors showed up and spoke highly of our products. With this exhibition, we had a better understanding of the market conditions and industry development trends. We hope to continue to forge ahead with CCE in the future and continue to work hard to build a clean world!

-- Xiaoxia Shao, GM, Bennet

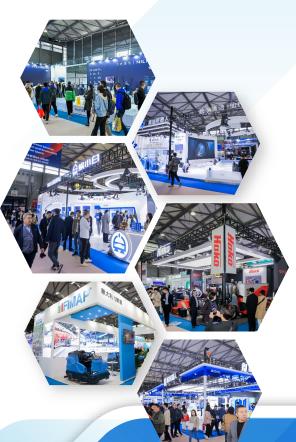












Since our first appearance at CCE in 2017, Nanbo maintains high frequency in joining CCE in recent years, from the earliest 18m² shell scheme to the 210m² core booth in 2024. In terms of market expansion and brand awareness, Nanbo has made new improvements and breakthroughs every year via CCE platform. CCE and Nanbo have witnessed each other's growth, and I hope this companionship will last longer.

-- Yishun Li, GM of Int'l Business Department of Southwest China Branch, Nanbo

Thanks to CCE for providing a platform for cleaning professionals every year, so that dealers, end users, and industry peers have the opportunity to have face-to-face and in-depth communication. 2024 is the 50th anniversary of the founding of Comac Italy. We will adhere to our original aspirations and provide the market with more humane, innovative and practical solutions, which will help CCE offer a more exciting cleaning feast next year!

-- Qingbin Chen, Sales Director, Comac Asia

In 2024, we joined CCE show again in the post-epidemic era. Rubbermaid executives from many countries gathered in Shanghai to share and exchange new products and technologies with different partners in the cleaning field. Together, we will provide higher quality products for China's commercial facilities and build a higher standard of clean and sanitary environment.

-- Xi Wang, Senior Sales Manager, Rubbermaid China















#### **Top 10 Domestic Visitor Regions**



CCE2024 attracted visitors from many provinces and cities in China, among which Shanghai, Jiangsu, Zhejiang, Beijing, Guangdong, Shandong, Anhui, Henan, Hebei and Hubei ranked the top ten regions, and the show promoted exchanges and cooperation between different regions, propelled the development of the cleaning industry and technology.

## **Overseas Visitors Rise Sharply**

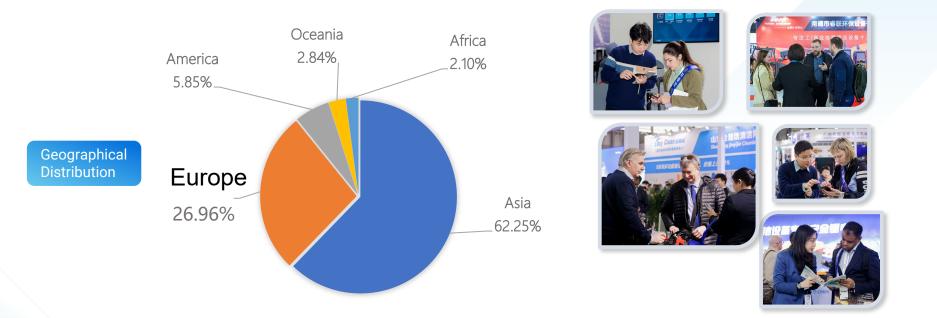












In 2024, the number of overseas visitors surged by **141**% compared with 2023, coming from **125 countries and regions**. Asia **62.25**%, Europe **26.96**%, America **5.85**%, Oceania **2.84**%, Africa **2.10**%. CCE 2024 attracted a large number of overseas buyers, promoted international exchanges and cooperation in the cleaning industry, and further expanded global visibility and influence.

## **Visitor Analysis**











#### **Most Interested Products of Visitors**





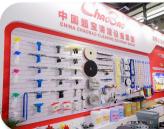












## **Visitor Analysis**





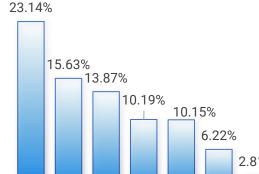






#### **Visitor Industrial Distribution**











 $2.81\% \, 2.78\% \, 2.46\% \, 2.41\% \, 2.37\% \, 1.68\% \, 1.35\% \, 1.15\% \, 0.95\% \, 0.86\% \, 0.47\% \, 0.46\% \, 0.29\% \, 0.26\% \, 0.21\% \, 0.18\% \, 0.11$ 

Proberty Waraderheat Companies iontracted Cleaning Companies Aurchaeer/Destributor/Agent Facility Service Companies Environmental Sanitation Stat Hotel Hostel Resort Industrial Cleaning Cleaning Engineering

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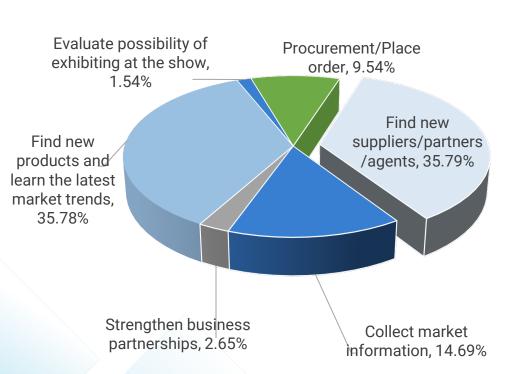








#### **Visiting Purpose**















## **Visitor Analysis**







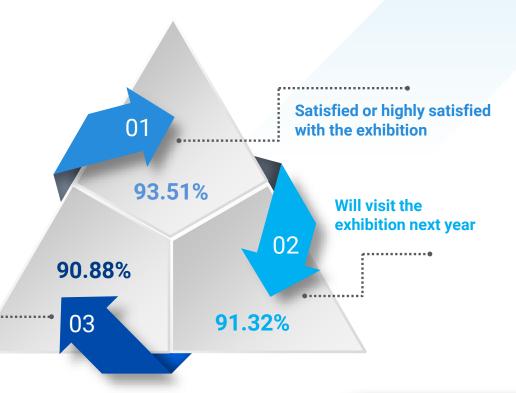




#### **Visitor Satisfaction**

The record number is a solid proof of visitors for the recognition of organizer and exhibitors, and it also shows the attraction and influence of CCE. The successful holding of our show not only brings business opportunities to the exhibitors, but also brings an unforgettable experience to the audience.

Will recommend the exhibition to friends and colleagues



### **Visitor Testimonials**











I am very honored to be invited to participate in the CCE show and co-located forum, which is a great gain. In the future, AI will enable space to evolve into bionic "intelligent life forms" that can predict the future. With the vigorous development of AI technology, it will give space more intelligence and capabilities, making it no longer just a physical existence, but with characteristics and functions similar to life forms. Let us look forward to the revolutionary changes that AI will bring to space.

-- Liangliang Yin, Digital Innovation Service Leader, Colliers China

It is my second time to be at CCE and I am very honored to participate in its co-located forum. In the face of the AI trend and the rising of customer needs, intelligent technologies and people-oriented services are the two key aspects in the intellectualization of commercial buildings.

— Jingyi Yan, Founder/Property Management Industry Expert Lecturer, Sandu (Guangzhou) Property Consulting Services Co., Ltd. CCE is an annual must-attend event. Nowadays, technologies are evolving rapidly, commercial office buildings sector is being empowered by AI technology. This is a deep integration of technology and office models, an innovative journey leading the future.

-- Miao Liu, Founder & CEO, Galaxy Eye Technology

The exhibition scale and exhibiting theme of CCE are very reasonable and clear. it was a big surprise to see many smart cleaning related products on the expo floor. The visiting route in the exhibition hall was also very reasonably arranged, and there are many dining areas. We gained a lot from this visit, and we will definitely come to CCE again in the future!

Sokolov Vladimir Vladimirovich, Director of Finalit LLC

The exhibition made a great impression on the delegation from Russia with its scale and variety of cleaning products presented. I was particularly impressed by the robotics pavilion. With the help of the organizers of the exhibition, we managed to visit the Bennett factory. Thank you very much to the organizers for such an interesting exhibition.

-- Dasevich Gennady Stepanovich, Director of Association of Russian

### **Visitor Testimonials**

It is a great honor to participate in this year's CCE show. Al is a trend now, and it is imperative to promote industry transformation with technology. With digitalization, intellectualization, automation, commercial office buildings will feature an efficient and convenient office experience. The IoT, digital twin, and smart customer service will empower buildings to be more sophisticated. Intelligent management, potential and recyclable, let us work together to promote smart buildings to a new level! I also wish that CCE a better future.

--- Jie Li, Senior Vice President, 365 Finance
Vice President, ICR

It could be viewed as a concrete practice of environmental protection and sustainable development concept via joining CCE show and colocated green air conditioning forum. It is not only a platform to showcase the latest scientific research results and technological innovations, but also an opportunity to promote joint participation and action from all sectors of society. We look forward to more such events in the future to create a better and livable environment.

--- Xiaobing Tian, Professor, Qingdao Junrong Innovation

Engineering Research Institute











I am very happy to be invited to participate in CCE 2024 and co-located property forum. I listened attentively to the speeches of every professor and expert and benefited a lot. Times are advancing rapidly, and property management is moving towards more professional and technological path. I look forward to joining CCE in the future and continue to communicate and learn from experts in the industry.

Yinghao Tang, Associate Course Co-ordinator of Property Management, City
 University of Hong Kong / Former Property Manager, China Resources Tower

I am very happy to participate in CCE 2024 and on-site forum. CCE is a first-class event nationwide. Here you can learn about first-class facilities, top-notch products and leading insights. Experts and scholars from all over the country and Hong Kong and Macao region gathered together to discuss the use of AI technology in the property industry to create new quality productivity, consolidate the foundation, improve efficiency, and broaden development path. The multi-dimensional discussion was extremely exciting and lively. In the current environment of economic development and transformation, CCE provided valuable suggestions and ideas for the industry transformation and upgrading. Sincerely hope CCE and Weixin Forum a bright future!

Chengdong Tao, Deputy GM, Property Business Department of Rong Hui Joy Life
 Group / GM, Chongqing Ronghui Property Management Co., Ltd. Jinan Branch

### **Visitor Testimonials**











It is a great pleasure to participate in the CCE show and speak at the forum. Here, I have deeply experienced the development and changes of the industry, and I have also made many like-minded friends. What a fruitful journey! Looking forward to more exchanges and cooperation in the future!

-- Zhiyuan Mao, President, Wuhan E Pin Hang Property Company

By participating in CCE 2024 and on-site forum, I experienced professional organization and services. This forum also allowed me to get acquainted with many property industry experts, scholars and peers in the technology community. I learned a lot from their sharing and felt the bright prospects for future industry development. I look forward to more forums in the future, and sincerely hope CCE a good prospect.

--- Xinshui Zhu, Founder, 1 Nuo Yun Property Industry Services

Alliance / GM, 1 Nuo Yun

CCE Shanghai shows the strength of China's manufacturing industry, the comprehensive upgrade of China's service industry, and China's efforts to link with the world. I wish CCE Shanghai a better future! Cooperate with cross-border industry associations for win-win results!

--- Jianhua Hou, Deputy Director/Editor, Magzine Department of
China Stone Association

I'm honored to join CCE show organized by IM Sinoexpo. The forums were inspiring and exhibits were diverse. I witnessed many ecellent products and met many partners. It's worthy of visiting. I wish CCE a good future.

-- Jianguan Zhang, Founder, RIXINS





### Int'l Cooperation — ISSA









As one of the organizers of CCE, ISSA launched ISSA Seminar for the first time on CCE show floor. , ISSA Chief Global Education Officer - Brant Insero and Director of ISSA EMEA & CEO of ISSA PULIRE NETWORK - Toni D'andrea were invited to introduce ISSA, member benefits, Education & Standards, Value of Clean and ISSA Global Shows Portfolio, they also take the stage to share industry trends in North American and EMEA region.

The two honored gust also interacted and communicated with participants, in the Q&A session, they listened carefully to their questions and provided their professional suggestions. They also joined other co-located forums, including Contracted Cleaning Development Forum, The National Cleaning Industry Standardization Application Pilot Enterprise Training Course, International Brand Summit Forum etc. where they shared their valuable observation and experience in overseas cleaning market, aiming to promote the international development of cleaning companies.



▲ ISSA Global Chief Education Officer Brant Insero. ISSA Korea CEO Danni Lee, ISSA Korea Executive director Erica SooHyun Kim and ISSA China Manager Jade Liao are taking a photo



▲ Global Chief Education Officer Brant Insero from ISSA is giving a speech



▲ CFO of ISSA PULIRE NETWORK and Director of ISSA EMEA. Toni D'Andrea is speaking



▲ Speakers and audience is taking group photo at ISSA Seminar



## Int'l Cooperation — Int'l Matchmaking Event











With the deepening of globalization, international business cooperation has increasingly become a key force in promoting economic growth. At CCE 2024, an international matchmaking event was held, it provided an important platform to promote international business exchanges in the cleaning industry and realize resource complementarity. This event aims to break geographical restrictions and realize the exchange of domestic and foreign products. Through precise matching, high-quality cleaning products/equipment can find the most suitable buyers, join hands to develop the market and get a win-win result.





▲ Exciting moments of the int'l matchmaking event



▲ Delegation members are visiting the Pudong Kerry Center



▲ Delegation members are visiting the factory





## **Exciting and Inspiring Forums**











**200+** outstanding industry experts shared their valuable insights and working experience in **80+** highly expected forums held on the show floor. **3,000+** professional audience were from real estate development company, hotel, general merchandise management company, and contracted cleaning service company.

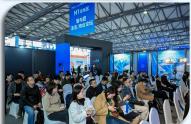
#### **Themed Forums**

- 2024 New Commercial Office Building Al Innovation & Application Forum
- ISSA Seminar-International Development Opportunities for Cleaning Companies
- · International Matchmaking Event
- Smart Industrial Park Forum: Creating New Quality Productivity in the Digital Era
- 2024 Contracted Cleaning Development Forum
- 2024 Shanghai Urban Environmental Sanitation Summit Forum
- Hotel Property Cleaning High-quality Development Forum
- Sustainable Development of Accommodation Laundry Theme Forum
- · Property Management Innovators Forum
- The National Cleaning Industry Standardization Application Pilot Enterprise Training Course
- "Al Innovation Ecology and Property Smart Life" Summit Forum
- Digital Transformation of Air Conditioner Hygiene Management and Deep Integration of Dual Carbon Work Forum

- · "China "Quality Air, Good Future" Theme Forum
- "Stone Conservation for Better Life" Themed
   Development and Communication Conference
- High-end Technology for Green Air Conditioner and Environmental Health
- · International Brand Summit Forum
- "ACCESS China Commercial Scrubber Product Standards" Launch Event

200 + Speakers







3000 + Audiences

**Contracted Cleaning Development Forum** 

The forum invites representatives from well-known facility management organizations, elites in the cleaning industry, and industry experts and scholars to conduct in-depth discussions on the current application status and future trends of AI technology in the cleaning industry, share successful cases, and explore the prospect of the application of AI technology in cleaning industry, and how to improve efficiency, reduce costs, and creates more opportunities to our industry.

Organized by







## 2024 New Commercial Office Building Al Innovation & Application Forum

#### Al Trend: Potential and Recreation

This forum, organized by The Eye of the Galaxy, IM Sinoexpo and COMIN China, studied and analyzed the new technology development direction of Commercial Office Building in 2024 from the perspectives of macro environment, new technology and new business, and Al real-life applications, aiming to stimulate innovative thinking, and explore ways to develop in the future.

Organized by Galaxy Eye Technology





















## Industrial Park Forum: Creating New Quality Productivity in the Digital Era

This forum was organized by IFMA and ISSA, well-known companies engaged in industrial park design, development and management services, and professional institutions from the fields of AI, industrial Internet, and digital applications were invited to discuss the digital transformation of industrial park infrastructure, improve the level of digital management, and jointly cultivate strategies and development paths for new productivity.

Organized by









#### **Speakers**



Yongxiang Zhuang Deputy Secretary-General Shanghai Trade Association of City Appearance and **Environmental Sanitation** 



Jialiana Zhai Industry AssPresident Beijing Cleaning ociation



**Brant Insero** Global Chief Education Officer ISSA



Toni D'Andrea CEO. ISSA PULIRE NFTWORK Director, ISSA EMEA



Member, Research group, Virtual Economy and Data Science Research Center, Chinese Academy of Sciences Director, Digital Brain Research Institute, Chinese Academy of Sciences
Deputy Director and Secretary-General, Urban Brain Committee, Chinese Institute of Command and Control



Zhenggan Zhou Director of Int'l Project CBRE



Lihua Zhao Assistant Director of Property and Asset Management Department Davis Guangzhou



Liangliang Yin Head of Digital Innovation Service. Colliers China Expert of Smart City Special Committee, Shanghai Computer Industry Association



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Lijun Zhang Vice President COMIN



Non-residential Operation Service Center, Sunac Service Zhejiang Region



Guangxi Yang Asset Management Services Consultant Wuhan Jia Xin Property Management Co., Ltd



Bo Lin Butler Service Manager Shanghai Xialiyan Property Management Co., Ltd



Jila Xu **GM of Property Services** Division CVTE



Xueyan Zhang Head of Architectural Consulting and Application DBEST



Jingvi Yan Founder, Sandu (Guangzhou) Sustainability and Digital Property Consulting Service Co., LTD., Expert Lecturer in Property Management Industry



Tianchi Zhao Ph.D. in Smart Building **Business** Shanghai Investment Consulting Group Co., Ltd.



Qiang Dou

Executive Director,



CFO

China Shine







Senior Vice President, 365 Finance Vice President, ICR



Lei Zhang Director of Key Account **Business Development GLP** 



Jichao Zhong Co-founder & CTO TJD Parking



Xiaohai Chen Beijing Peony Digital Facility Management Co., Ltd



Hongjiang Chen Information Technology Director, MDWY Service Group



Chena Chena Senior Specialist of Digitization Design & Solutions **CHUBB** 



**Zhisheng Wang** Vice President of Sustainable City Renewal Business Sustainable Management Keppe China



Mina Yi Co., LTD



Jianchun Sun President Shanghai Qiancheng Industrial Co., LTD



Ruirong Zhang Qi Lin Vice President President, Orient Cleaning Best Space Founder, Shanghai Kingsole Environmental Technology Co., Ltd



Yinatina Chen GM Obviate



Jiona Sun Founder & CEO Corinna (Shanghai) Technology Service Co., Ltd



Vice President of Technology and Excellence Management ESG HOLDINGS LIMITED



Shanghai Forerun Intelligent

Jina Gu Managing Director Shanghai Guvi **Building Cleaning** Co., LTD

Director of Operation Dept. Shanghai FUMED Tianjian

## The 4th National Cleaning Industry Vocational Skills Competition

With the theme of "Promoting Craftmanship Spirit and Building a Beautiful China", over 190 contestants from 22 provincial and municipal industry associations and trade union delegation, including Hebei Province, Henan Province, Heilongjiang Province, Jiangsu Province, Zhejiang Province, Hainan Province, Shaanxi Province and Shanghai, Xi'an and Wuhan joined the competition. Consisting of Janitorial and Stone Conservation, each contestant should join written test and live operation.

#### **Cleaning Competition**

1st Prize Xumei Cheng, Guizhou Province, Renhuai City Chiang Jing Comprehensive Service Co., LTD

2<sup>nd</sup> Prize Yutong Tang, Chongqing, Chongqing City Management Vocational College
 3<sup>rd</sup> Prize Liqin Guan, Zhejiang Province, Lv Jing Environmental Services Group Co., LTD

#### **Stone Conservation Competition**

1st Prize Yue Han, Jiangsu Province, Jiangsu Yichen Property Service Co., LTD

2<sup>nd</sup> Prize Xiwen Yu,, Hebei Province, Qinhuangdao ChaosYue Cleaning Co., LTD

3<sup>rd</sup> Prize Yujiang Guo, Guizhou Province, Guiyang Jufenglin urban Environmental Management Service Co., LTD













Opening Ceremony





Written Test

**Audiences are Watching** 







Winners

**Award Ceremony** 

Competitions















## **Shanghai Cleaning Skills Competition(Final)**











Consisting of "Wanlilong" Cup Dust Mopping Operation Skills Competition, Glass Cleaning Skills Competition, Nilfisk Cup Scrubber Operating Skills Competitions, Viggo Cup Smart Cleaning Equipment Operation Competition. This competition presented audience the latest development of technology and innovation in the field of cleaning service, and target users could try and experience the functional features of the products, and skills competition and these sponsored products also gained extra exposure via real-time operation.



"Wanlilong" Cup Dust Mopping Operation Skills Competition



Glass Cleaning Skills Competition



Nilfisk Cup Scrubber Operating Skills Competitions



Viggo Cup Smart Cleaning Equipment Operation Competition





NILFISK



**Organized** by





#### "Wanlilong" Cup Dust Mopping Operation Skills Competition

1st Prize Chuanxia Peng. Shanghai Jinming Environmental Development Group Co., LTD

2<sup>nd</sup> Prize Changrui Zhang, Shanghai Dandelion cleaning Service Co., LTD

3<sup>rd</sup> Prize Xianju Guo, Shanghai Jieshen cleaning Co., LTD

#### **Glass Cleaning Skills Competition**

1st Prize Yanrong Liang, Shanghai Metro Property Management Co., LTD

 ${f 2}^{nd}$  **Prize** Yongsheng Yang, Shanghai Lansheng Environmental Services Co., LTD

3<sup>rd</sup> Prize Shaohai Ye, Shanghai East Asia Hongan Environmental Services Co., LTD

#### Nilfisk Cup Scrubber Operating Skills Competitions

 1st Prize
 Hong Shi, Shanghai Original Property Management Co., LTD

 2nd Prize
 Jiang Xie, Shanghai Metro Property Management Co., LTD

 3rd Prize
 Lihong Ding, Shanghai Rongtao Cleaning Service Co., LTD

#### **Viggo Cup Smart Cleaning Equipment Operation Competition**

#### **Leading Skills Presentation Award**

Tao Yuan Shanghai Lu Wu cleaning Service Co., LTD

Zhijun Chen, Shanghai Shine Facility Management Service Co., LTD

Zuwen Qiu, Shanghai Yabang Environmental Management Co., LTD

Hongguang Yang, Shanghai Oriental Cleaning Co., LTD

Hao Xu, Shanghai Jiayi Enterprise Management Co., LTD

Rong Chen, Shanghai Wanjie Environmental Management Service Co., LTD

# Jilin University · Little Swan Cup the 7th River Delta Indoor Air Treatment Skills Competition











This competition is held to promote the integrated development of the indoor air purification industry in the Yangtze River Delta, cultivate high-quality skilled talents, promote the spirit of craftsmanship and develop high-quality productivity. Through fierce competition on the show floor, 20 finalists from Shanghai, Jiangsu Province, Zhejiang Province, Anhui Province stood out and joined the final.

1<sup>st</sup> Prize

Honglei Su, LVXI Kang Ju (Hangzhou) Intelligent Technology Co.,LTD

2<sup>nd</sup> Prize

Tianbao Li, NINECLEAN

Yuanhu Zhu, Jiangsu Peixin Environmental protection Technology Co., LTD

3<sup>rd</sup> Prize

Qien Wang, Shanghai BangBang Pest Control Service Co., LTD Xinjie Xu, Wuxi Yixin Environmental protection Engineering Co., LTD Rui Wen, Anhui Hongjie environmental protection technology Co., LTD

**Organized** by













# **Xinhuang Cup the 3rd Split Air Conditioner Cleaning Skills Competition**

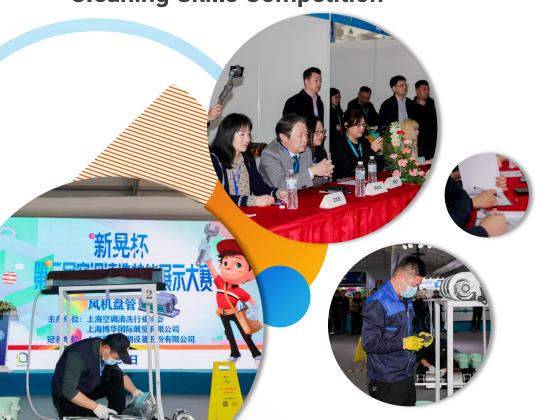












This skills competition aimed to set up a stage and create opportunities for air-conditioning cleaning professionals to compete, communicate and dispaly, and dispay air-conditioning cleaning in a more public and transparent way, this gave audience an opportunity to understand what air-conditioning is all about. Competition is also a good way to highlight the importance of skilled talents training and create an industry cultural atmosphere focusing on high-quality and excellence.

Champion

Yongkun Li, Jisheng Industrial (Shanghai) Co., LTD

Runner up

Xiaohua Zhu, Genuine-eco

**Third Place** 

Benfu Liu, Shanghai SILANDI Environmental Engineering Co., LTD

**Organized** by





## **CCE 2024 Cleaning Industry Short Video Competition**

In order to further promote the healthy development of the industry, a cleaning industry short video competition named "Together for a Cleaning and Beautiful World" was held, aiming to inspire the innovative and teamwork spirit of cleaning industry practitioners, showcase the professional skills and attitude of the cleaning industry, and enhance the public's understanding of the cleaning industry.

With online polling and judge panel scoring, a total of 24 brands stood out, and award ceremoney was held to acknowledge them.

Jing Cui

#### Leading Technology Video Practical Operation Video Nilfisk Hako Viggo Gausium COMAC Trust Bennet Cleanwill Sand Future Nanbo Jp-tree MINGNUO YILI EEL Marshell DJ General Pump Comet



SVAVO
AOSHIJIE
Hutchison White Cat
WAN LI Long



































## HOTEL & SHOP PLUS Night Golden Diamond & Golden Palace Award Ceremony

On the evening of March 26, the HOTEL&SHOP PLUS Night Golden Palace & Golden Diamond Gala was held at the Kerry Hotel in Pudong, Shanghai.

With the theme "Embracing Change for a Better Future". People from all walks of life, including cleaning, hotels, real estate, design, commerce, and retail, gathered that night to witness the "highlight" moment of our industry.

A total of 21 industry awards were presented at the gala, and more than 30 companies from the cleaning and property industries won 4 awards.



▲ Jun Fan, President, China Commerce Association for General Merchandise



▲ Ziyuan Sun, Vice President, China Tourist Hotel Association



Mingliang Wang, Founder& Director, IM Sinoexpo



▲ (from left to right) Ziyuan Sun, Vice President, China Tourist Hotel Association, Brant Insero, Global Education Officer, ISSA, Mingliang Wang, Founder & Director, IM Sinoexpo, Jun Fan, President, China Commerce Association for General Merchandise, Guangming Cui, Secretary General, Shanghai Trade Association of City Appearance and Environmental Sanitation

## **Award Ceremony**













2024年度"金殿" TOP 10 **GOLDEN PALACE 2024** 最受物业及保洁公司欢迎供应商奖 TOUR SMP US HOTEL & SHOP PLUS





"Golden Diamond 2024" TOP 10 **Best Cleaning Brand Award** 

TIANNENG

"Golden Diamond 2024" TOP 10 **Most Popular Supplier Award** 

Nanbo

"Golden Palace 2024" TOP 10 **Best Smart Cleaning Equipment Brand Award** 

2024"Golden Palace" **Gold Award** 

Bennet Chaobao KLENCO ZYZKION Hako MINGNUO Rubbermaid Comac General Pump

LYX Jiechi Jp-tree Wimsha Partner Super Clean WeiZhuo HaoTian CHANCEE

**BIB Robotics** PUDU U Deer Viigo Gausium Zhiyuan Bobot KOKOBOTS Ao Ting Saite CITIBOT

Nilfisk TONNEY Serta













# 03

Part Three

## **Marketing Promotion**

**B2B Website** 

**Media Coverages** 

**WeChat Promotion** 

**Media Partners** 

## **B2B** Website

HOTEL & SHOP PLUS Shanghai









Dedicated to the development of cleaning industry, **QJGLE** (www.qjgle.com) is the B2B website of China Clean Expo owned by IM Sinoexpo. QJGLE provides one-to-one accurate matching and comprehensive marketing promotion, it is an ideal platform to source and stay tuned for new updates.

**HPGLE** (www.qjgle.com) is the B2B website of Hotel & Shop Plus owned by IM Sinoexpo. HPGLE devotes to serve the hospitality and commercial space industry with purchasing service, one-click ordering, business matchmaking, online showcasing, brand promotion and live streaming etc.

Through Official WeChat Channel and HPGLE WeChat mini-program, 23 on-site forums at Hotel & Shop Plus 2024 went to broadcast live and received 10,000+ views. Live rooms are separated by topics covering hotel design, smart commerce, property management and cleaning.

To complement the physical exhibition, online channels help exhibitors and visitors to gain more business opportunities without geographical restraints.



Annual Page Views **50M+** 



Registered Users 120,000+



Suppliers 8,000+

Listed Products 68,000+



Match-making 20,000+









Follow WeChat account









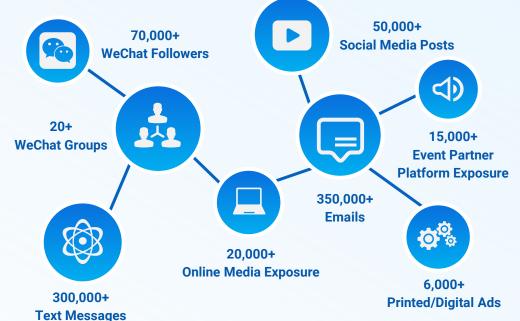


## **Marketing Promotion**

The event gets promoted through channels all-around including Industry Association, Public Media, Industry Media, Outdoor Advertisement, B2B Platform (www.qjgle.com), Press Release, Social Media, SMS, E-newsletter, and more.













## **WeChat Promotion**











WeChat promotion before, during and after the show gained 100K+ impressions in 2024.













## **Domestic and Overseas Media Coverage**

#### The Search volume of CCE reached 55.9M+









▲ CCF Facebook Account

China Clean Expo



▲ ECJ Website





▲ CCE TWITTER /X Account







▲ CCE LinkedIn Account



## **Media Coverage**















**Press Release** 

美通社 PR Newswire

50k+ Views





## **Media Coverage**











## 3,656,565

#### **Impressions**











## **Feeds**









#### Media Partners





























































































































































WeChat KOLs: @中国物业管理杂志(zgwygldyh) @中房研究院CR (gh\_a3a54246ca7d) @COMIN中国建筑运营管理研究院(COMINCHINA) @现代物业杂志 (xiandaiwuye) @中国物 业网(cnwuye) @物业管理 (pmabc123) @物业管理圈 (wuyequanliquan) @物业管理资讯 (wyqlzx) @物业那些事儿 @物业通 (wuye114) @物业CEO参考 (gh 7e4f34c25fe2) @物业管理(pmabc123) @物业365 (pmabc365)物业师 (qch36524) @物业管理资讯平台 (wyqlzxpt) @中国物业管理信息网 (www.pmabc.com) @中国物业管理杂志 (cpmi2000) @物业管理微资讯 (wyglwzx) @物业大爆炸(wuyedabaozha)@物业管理之家(wyglrcpxw) @物业新视野(wuyeshiye)@环卫科技网(cnhuanwei)@环保在线 (www.hbzhan.com) @环卫之声 (zzz cmcw) @环球生态环保(hghb18151178188)@智能制造网(gkzhan) @赢商网(winshang) @酒店高参 (ehotelier) @联商网 (linkshop2012)@零售世界(retailworld) @新浪地产(dichannews)@商业与地产(commercialproperty)













04

Part Four

# Future Dates & Locations

27-29 June 2024 | Chengdu Century City New Int'l Convention and Exhibition Center
21-24 August 2024 | Queen Sirikit National Convention Center, Thailand
14-16 December 2024 | Shenzhen World Exhibition & Convention Center
31 March - 3 April 2025 | Shanghai New International Expo Center



## **China Clean Expo Chengdu**

27-29 June 2024

Chengdu Century City New Intenational Convenion and Exhibition Center



CCE Chengdu, with strong support from associations in the southwest region, will focus on displaying the latest cleaning technologies and equipment in the cleaning industry, including commercial cleaning, janitorial services etc.

An excellent business platform in Southwest China will be built for domestic and foreign exhibitors to display new products and increase brand awareness and help them to develop this regional market. Meanwhile, it will also provide professionals there with the opportunity to collect the latest market information and establish the valuable communication opportunities with target customer groups, which makes CCE Chengdu a rare top cleaning industry event in the southwest region.

CCE and Hotelex expanded to Chengdu in 2014 for the first time. With 9 years effort, this combined event have become one of the most important exhibitions in cleaning, hotel and F&B industry.



For more information, please visit <a href="www.chinacleanexpo.com/en/chengdu">www.chinacleanexpo.com/en/chengdu</a>



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**Booth Application** 







## **Hotel & Shop Plus Thailand**

## 21-24 August 2024

**Queen Sirikit National Convention Center** 



In order to help Chinese enterprises seize the growth wind of the new economy in Southeast Asia and increase their international business income, Hotel & Shop Plus (HSP), together with Food & Hospitality Thailand (FHT), will jointly create Hotel and Shop Plus Thailand (HSP Thailand), which will be unveiled at the Queen Sirikit National Convention Center (QSNCC) in Bangkok, Thailand, from August 21 to 24, 2024.

The two hotel-related professional exhibitions under Informa Markets will provide a one-stop service platform for cleaning-related companies, developers, investors, hotel management companies, and other professionals in the Southeast Asian hotel and commercial space industry with efficient procurement, material selection, and business communication through internal resource integration.



For more information, please visit www.expohsp.com/hsp-connexion-thailand-2?lang=en



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## **China Clean Expo • Shenzhen**

14-16 December 2024

**Shenzhen World Exhibition & Convention Center** 



On December 14-16, 2024, Connexion Shenzhen will be held in Shenzhen World Exhibition & Convention Center. The organizer Sinoexpo will integrate its high-quality resources, focusing on cleaning, operation and maintenance, commercial space, hotel catering, coffee & baking, customized soft decoration, nutrition and health, lifestyle and other themed sections, deeply rooted in the Yangtze River Delta, and extensively connect Guangdong, Hong Kong and Macao Greater Bay Area to create a new innovative, multi-dimensional, comprehensive super exhibition. It is expected to attract 3,000+ exhibitors spanning around 300,000 sqm of exhibit space.

CCE Shenzhen will continue to dig deep into south China market, aiming at providing a platform of resource exchange, communication and matchmaking for cleaning professionals in Greater Bay Area.



For more information, please visit <a href="http://www.chinacleanexpo.com/en/shenzhen">http://www.chinacleanexpo.com/en/shenzhen</a>



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## **China Clean Expo**

Co-located shows

Expo for International Indoor Air Purification Expo for International Facility Management Environmental Sanitation Technology & Facility Zone Smart Cleaning Equipment Zone

31 March - 3 April 2025 Shanghai New Int'l Expo Center The 2025 edition of China Clean Expo (CCE) will return to Shanghai New International Expo Center (SNIEC) on 31 March – 3 April 2024, aiming to provide one-stop environmental sanitation solutions for domestic hotels, hospitals, schools, office buildings, scenic spots and other commercial spaces as well as residential areas, municipal sanitation, industrial factories and public facilities.

As the wind vane of the cleaning industry in Asia, CCE offers excellent exhibition experience for cleaning industry professionals and dedicate to build an expansive communication platform for cleaning industry!



For more information, please visit www.chinacleanexpo.com/en



**Booth Application** 

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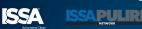
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## ISSA Global Shows Portfolio









## Aiming to serve cleaning companies to



Gain High-guality Supplier/Distributor **Brand Awareness** 



Increase

Expand and Strengthen Partnership



Leading Position



ndustry Peers



ISSA Show North America 18-21 November 2024 Mandalay Bay Convention Center

ISSA Pulire Show 27-29 May 2025 Fiera Milano





11-12 September 2024 International Convention Centre Sydney

ISSA global show portfolio has covered many major cleaning markets such as the United States, Canada, Australia, Italy, and China, and has now become an excellent platform for cleaning companies to enter the international cleaning market, connect with global business opportunities, and increase overseas revenue.

#### **ISSA Cleaning & Hygiene Expo**

11-12 September 2024, International Convention Centre Sydney

#### ISSA North America Show

18-21 November 2024, Mandalay Bay Convention Center, Las Vegas

#### **ISSA Pulire Show**

27-29 May 2025, Fiera Milano



For more information, you may scan the QR Code in the lower right corner or visit www.issa.com

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# JOIN HANDS FOR A NEW JOURNEY!

June 2024, Chengdu | August 2024, Thailand | September 2024, Australia

November 2024, America | December 2024, Shenzhen

March 2025, Shanghai | May 2025, Italy