

Incorporating:  
**Dry-Cleaners  
& Laundry  
St. Petersburg**



**11<sup>th</sup>** International Exhibition for the  
**CLEANING INDUSTRY**

**1-3 April 2009**

Lenexpo, St. Petersburg, Russia

**POST SHOW REPORT**



## ORGANISERS:



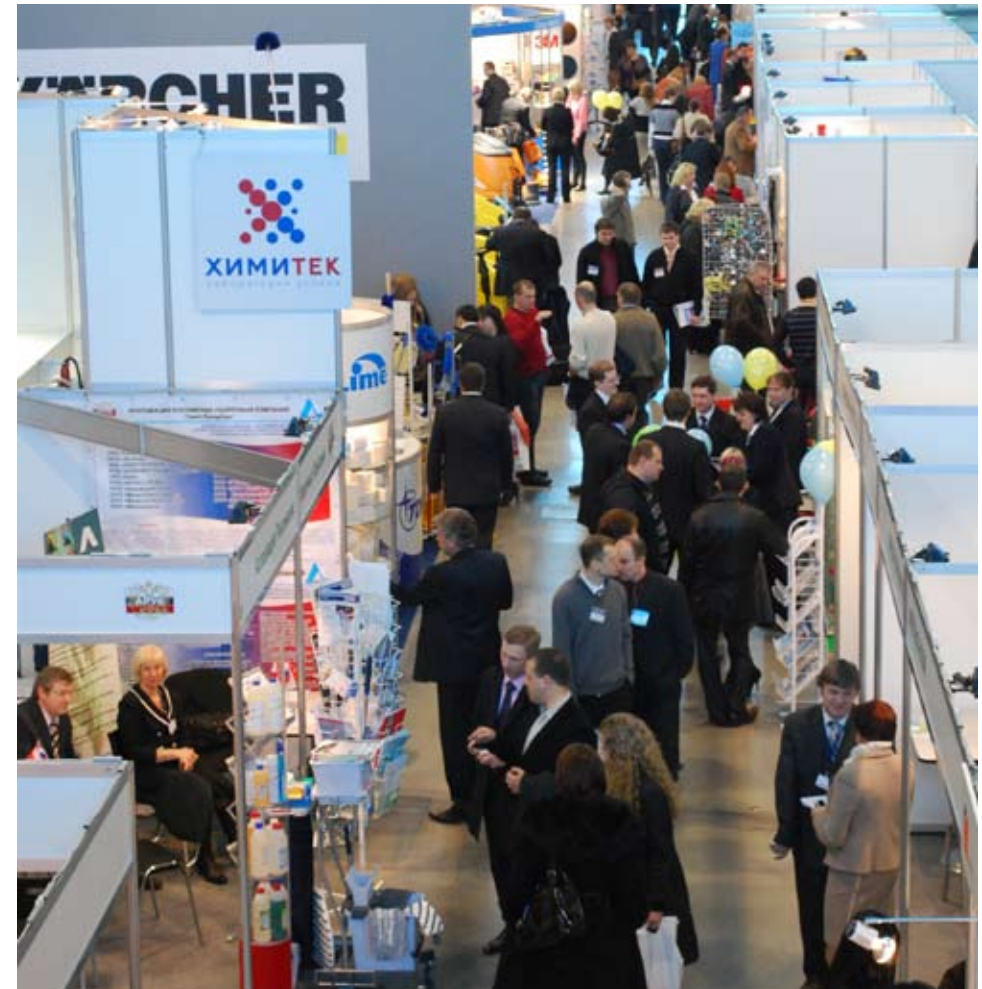
## WITH THE ASSISTANCE OF:



## OFFICIAL SUPPORT:

- ◆ Committee for Economic Development, Industrial Policy and Trade of the St. Petersburg Government
- ◆ Housing Committee of the St. Petersburg Government
- ◆ Association of Russian Cleaning Companies of St. Petersburg
- ◆ St. Petersburg Association of Dry Cleaners and Laundries

- ◆ Over **70** exhibitors
- ◆ Companies from **8** countries: Russia, Belgium, Germany, Great Britain, Italy, Poland, South Korea and Finland
- ◆ The three-day exhibition was visited by more than **4,500** professionals



## Professional cleaning and maintenance

- ◆ Cleaning machines for vast areas wet / dry
- ◆ Floor cleaners and sweepers
- ◆ Carpet-cleaning machines
- ◆ Vacuum cleaners wet / dry
- ◆ Dirt-absorbing mats
- ◆ Hand-operated instruments for cleaning
- ◆ Cleaning detergents and chemicals
- ◆ Protective floor detergents
- ◆ Mops, cloths, sponges, floor pads
- ◆ Cleaning contractors
- ◆ Jalousie and curtain cleaning

## Industrial cleaning

- ◆ Chemical and degreasing equipment
- ◆ Air and water purification equipment
- ◆ Disinfection of air ducts
- ◆ Central vacuum cleaner installations
- ◆ Car wash units
- ◆ Garbage collection equipment, waste disposal
- ◆ Outdoor cleaning equipment
- ◆ High pressure cleaners
- ◆ Air duct cleaning equipment



## Dry-cleaners and Laundries

- ◆ Dry-cleaning machines
- ◆ Washers and wringers
- ◆ Ironing and finishing equipment
- ◆ Laundry equipment
- ◆ Industrial laundry equipment
- ◆ Self-service laundry equipment
- ◆ Steam generators
- ◆ Coloured fibers treatment machines for the denim and textile industry
- ◆ Chemical agents for dry-cleaners and laundries
- ◆ Accessories for dry-cleaning and washing
- ◆ Trolleys for laundries
- ◆ Drycleaners and laundries automation

## Sanitary and Hygiene

- ◆ Paper products
- ◆ Dispensers
- ◆ Dosage equipment
- ◆ Accessories and products for washrooms and WC
- ◆ Disinfectants
- ◆ Liquid soap, hand cream



## Household Cleaning Chemicals

- ◆ Synthetic detergents
- ◆ Textile care products



## 1 April 2009

On 1 April, the press conference for the opening the CleanExpo/Pulire international exhibition took place.

### The speakers were:

*Ostapenko S.K.*, Chief of the Department for Personal Services of the Committee for Economical Development, Industrial Policy and Trade of the St.Petersburg Government;

*Ushakova V.N.*, President of the St.Petersburg Association of Russian Cleaning Companies;

*Golyshv A.Ya.*, Head Physician of Children's Clinic №5;

*Kolosovskaya E.N.*, Manager of the City Department for Clinical Epidemiology of the Medical Information and Analytic Centre of the Public Health Committee of the St.Petersburg Government, Professor, Chair of Epidemiology of LMA named after Mechnikov, Doctor of Med. Science;

*Petrenko L.Yu.*, Executive Secretary of the Regional Association of Public Health Managers;

*Chagina L.S.*, President of the St.Petersburg Association of Dry-Cleaners and Laundries;

*Kozlova V.A.*, Project Manager, Cleaning Exhibitions Department, Primexpo ltd.

### The following issues were discussed:

- Professional cleaning for intra-hospital infection prophylaxis.
- Application of the latest professional cleaning technologies at medical institutions to improve hygiene and sanitary conditions.
- Application of current cleaning and disinfection technologies at educational institutions and reducing expenses during the crisis.



**1 April 2009**

**The following people took part in the opening ceremony:**

- Kobitskiy D.A.*, Vice-Chairman of the Committee for Economic Development, Industrial Policy and Trade of St.Petersburg Government;
- Ostapenko S.K.*, Chief of the Department for Personal services of the Committee for Economical Development, Industrial Policy and Trade of St.Petersburg Government;
- Ushakova V.N.*, President of the St.Petersburg Association of Russian Cleaning Companies;
- Naryshkina A.V.*, Deputy Chief of the Department for Organisational Management of Public and Paid Service Establishments, Department for Moscow Consumers Market and Services;
- William Elliot*, Great Britain Consul General in St.Petersburg;
- Golyshev A.Ya.*, Head Physician of Children’s Clinic №5;
- Petrenko L.Yu.*, Executive Secretary of the Regional Association of Public Health Managers;

- Chagina L.S.*, President of the St.Petersburg Association of Dry-Cleaners and Laundries;
- Kolosovskaya E.N.*, Manager of the City Department for Clinical Epidemiology of the Medical Information and Analytic Centre of the Public Health Committee of St.Petersburg Government, Professor, Chair of Epidemiology of LMA named after Mechnikov, Doctor of Med. Science;
- Surkova T.A.*, Deputy Director of Lenexpo jsc;
- Lubina I.A.*, Deputy Director of Primexpo ltd;
- Kozlova V.A.*, Project Manager, Cleaning Exhibitions Department, Primexpo ltd.

**The exhibition was officially opened by Kobitskiy D.A., Ushakova V.N. and Chagina L.S.**



Within the framework of the exhibition the comprehensive business programme included conferences, seminars and professional contests were successfully held.

**Forum: 'PROFESSIONAL CLEANING FOR CLINICS AND MEDICAL PROPHYLACTIC INSTITUTIONS FOR PREVENTING INTRAHOSPITAL INFECTION'**

*Organisers:* The Association of Russian Cleaning Companies of St.Petersburg, the Regional Association of Public Health Service Managers, Primexpo Ltd

**Practical conference 'EFFECTIVE USE OF CLEANING COMPANIES AND PROPERTY MANAGEMENT COMPANIES' REOURCES'**

*Organisers:* Journal: 'Professional Cleaning', Primexpo Ltd

**Seminar: 'EFFECTIVE MANAGEMENT OF DRY-CLEANERS AND LAUNDRIES DURING ECONOMIC INSTABILITY. OPTIMISING COST EFFECTIVENESS.'**

*Organisers:* St.Petersburg Association of Dry Cleaners and Laundries, Primexpo Ltd

**Seminar: 'INTRODUCTION OF THE LATEST TECHNOLOGY FOR PROFESSIONAL CLEANING EDUCATIONAL INSTITUTIONS WITH THE AIM OF REDUCING COSTS'**

*Organisers:* Association of Russian Cleaning Companies of St.Petersburg, Primexpo Ltd



**Round Table: 'REDUCING OPERATIONAL COSTS FOR DRY-CLEANERS AND LAUNDRIES'**

*Organisers:* St.Petersburg Association of Dry Cleaners and Laundries, Primexpo Ltd

**Round Table: 'HOUSING SANITATION TOPICS'**

*Organiser:* ID 'Concierge'

**The following problems were covered during business programme:**

- ◆ Professional cleaning as a method of controlling intra-hospital infection
- ◆ Effective marketing policy for dry-cleaners and laundries in the current conditions
- ◆ Current cleaning and disinfection technologies for educational institutions. Ways of reducing expenses whilst retaining quality
- ◆ The correct selection of professional detergents to reduce expenses in the economic crisis
- ◆ Optimisation of washing technological processes, dry-cleaning and aqua-cleaning
- ◆ Standards and criteria for cleaning apartments and houses.



Cleaning companies and suppliers of professional detergents and equipment demonstrated their skills in the **“MASTER CLASS OF THE CLEANING INDUSTRY PROFESSIONALS”**.

The participants were able to assess the technological aspects of cleaning using professional machinery. All participants received a certificate: ‘Master of Professional Cleaning’.



## Dry-Cleaners & Laundry St. Petersburg

### 'The best dry cleaning and laundry services professional'

Organisers: St. Petersburg Association of Dry Cleaners and Laundries, Primexpo ltd

#### Categories:

- The best specialist treatment for leather, suede and fur items
- The best ironing specialist

#### Competition Experts:

Chairman of the jury: Sofia Ostapenko, Chief of the Department for Personal Services of the Committee for Economical Development, Industrial Policy and Trade of the St. Petersburg Government.

Judges were key experts from dry-cleaners and laundries of St. Petersburg.

#### Winners and Runners-up:

Category 'The best specialist treatment for leather, suede and fur items'

Winner – Yanchenko A.P., 'Absolut quality' ltd

Category 'The best ironing specialist'

1<sup>st</sup> place, gold: Hadzhinova A.M., 'Absolut quality' ltd.

2<sup>nd</sup> place, silver: Kravchenko E.G., 'Lotos' ltd.

3<sup>rd</sup> place, bronze: Akimova O.N., 'May-Service' ltd.

Equipment for the competition was provided by: the 'Knit' ltd., the group of companies.



On 1 April, exhibitors and visitors of the CleanExpo/Pulire exhibition were invited to mark the opening of the exhibition at the welcome cocktail party.

At the welcome cocktail party, the honorary diploma to Johannes Kiehl KG company was given with thanks for the support to Tikhvin children's house, Leningrad region.

A raffle for a romantic weekend in the Moscow five-star 'Sokos' hotel from 'Krugozor ExpoTravel' was held and the prize was won by Vera Ushakova, Director of 'Chemitech' ltd.



'We were pleasantly surprised with the quantity of visitors. Compared to last year, there have been even more visitors. Our purpose was to increase company promotion and look for new clients, which we succeeded in doing. Many specialists saw our company for the first time, which means that the organisers invited the right target visitors for us'.

**Egorova E.,**

Sales Manager, MEZDUNARODNIY TEHNICHESKIY CENTER

'A lot of clients know that we participate in CleanExpo and visited us. All exhibition days were very busy. Although there was a decline in consumers, interest to our machinery was still high. We are going to participate in the November exhibition, Dry-cleaners and Laundries in Moscow'.

**Koblentz I.,**

President, KOBLENZ&PARTNER, OOO

'The quantity of visitors has been surprising and pleasant. Knowing the specificity of our machinery, we do not expect instant results, but the interest of many clients suggests we will sign many contracts in the future'.

**Nazarov U.,**

Sales Manager for professional equipment, MIELE CIS

'Our participation was successful as we managed to sell our self-service laundry equipment. Visitors came with a particular interest; the target audience was of a very high quality. Undoubtedly, there are financial difficulties, but there is still demand'.

**Skovorodina G.,**

Chief of Sales Department, NEVSKY PROSPECT, JSC

'Taking into account the fact that the exhibition took place during the economic crisis, we did not expect to see a lot of visitors or interest in our new brand. We have a positive opinion of the exhibition because there were a lot of visitors and they were interested in our products. Our main goal was to find an importer or distributor in Russia, and this may be possible because of our participation in this exhibition. The overwhelming majority of visitors were representatives of cleaning companies so we were able to have professional discussions'.

**Nekrasova I.,**

Export Manager, MICROTECH SRL

'Thanks to the organisers for great exhibition! We met a lot of interested customers. The organisers work really hard attracting visitors by promoting the fair. Despite the difficult economic conditions, the exhibition was very useful for our company. We found new customers and caught up with old clients'.

**Evdokimov A.,**

Commercial Director, SPETSMEKHANIZATSIYA.

'We have a good impression of the exhibition. We achieved our goals: we displayed our new equipment, developed a potential contacts, demonstrated our equipment to our target audience and found out about potential customers'.

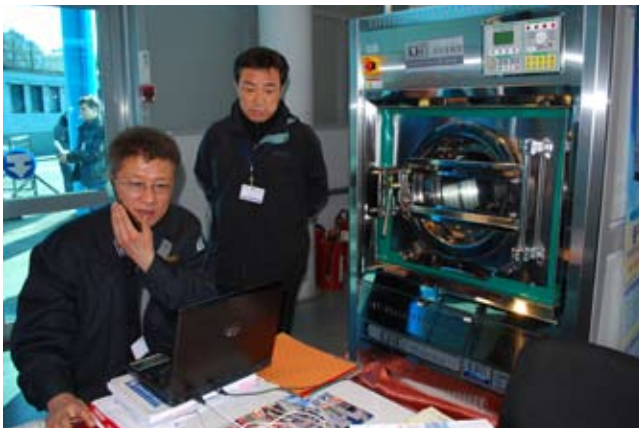
**Goncharov P.,**

Representative, CHUNG MOO MFG. CO.

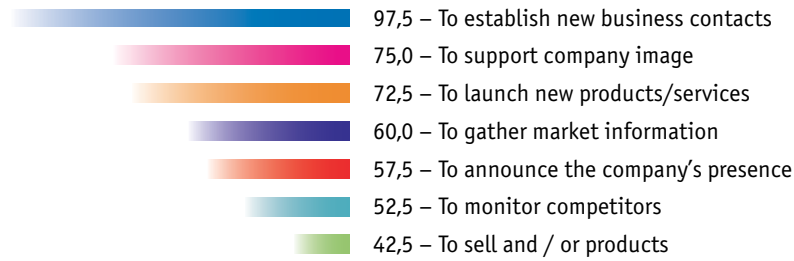
'We are very pleased with the number of visitors. The exhibition is really professional. Participation is justified and necessary!'

**Geishinger C.,**

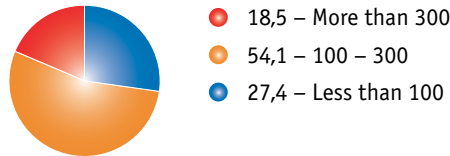
Export-manager, Johannes Kiehl KG



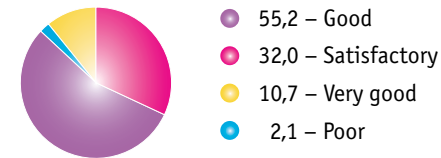
### Main reasons for exhibiting, %:



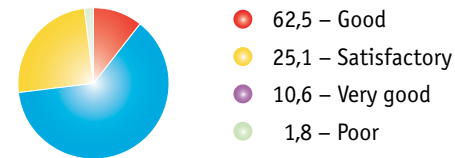
### Number of promising business contacts established, %:



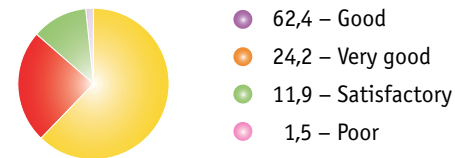
### Evaluation of the quality of visitors, %:



### Evaluation of visitor expertise, %:



### Evaluation of the exhibition's level of organisation, %:



## Exhibition sectors of main interest, %:



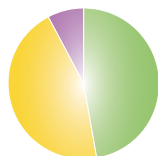
## Sector of particular interest, %:



## Main reasons for visiting the exhibition, %:

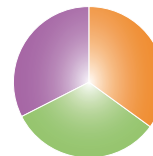


## Decision-making authority, %:



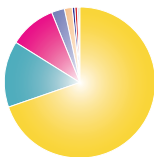
- 47,4 – Influence on decision-making
- 45,0 – Responsible for decision-making
- 7,6 – No influence on decision-making

## Planned level of investment for equipment and materials, %:



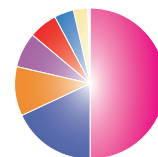
- 35,1 – Over 5 000 €
- 32,4 – Less 3 000 €
- 32,4 – Less 1 000 €

## Visitors geography, %:



- 69,8 – St.Petersburg
- 14,1 – North-West Russia
- 9,9 – Moscow and Central Russia
- 2,9 – Nizhny Novgorod and Volga region
- 1,5 – Abroad
- 0,6 – Yekaterinburg and Ural region
- 0,6 – Novosibirsk and Siberia
- 0,2 – Rostov-on-the-Don and Northern Caucasus
- 0,2 – CIS

## Job title, %:



- 47,4 – Director
- 16,9 – Specialist
- 10,0 – Purchasing manager
- 7,0 – Sales manager
- 5,8 – Marketing manager
- 4,0 – Technologist (ETR)
- 2,8 – Scientific staff
- 0,4 – Other



Ufi  
Approved  
Event



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# CLEANING INDUSTRY

**14-16 April 2010**

Lenexpo, St. Petersburg, Russia

[www.cleanexpo.ru](http://www.cleanexpo.ru)

**SEE YOU NEXT YEAR!**