



10th International Exhibition for the
Cleaning Industry

**Dry-Cleaners
& Laundry
Moscow**



7th International Exhibition for
Dry-Cleaners and Laundries


2-4 December 2008

Olympiysky complex, Moscow, Russia

POST-SHOW REPORT




Official support:




Moscow Government
Department for Consumer Market and Services of Moscow

With participation of:



Association of Russian Cleaning Companies



Association of Dry Cleaners and Laundries

Organisers:





With assistance of:





The ExpoClean and Dry-cleaners and Laundry exhibitions are the leading exhibition events for the field of dry-cleaning as well as in the sphere of professional cleaning and building maintenance in the Russian market. The exhibition is held annually since 1999 under the patronage of the Moscow Government.

Facts and figures

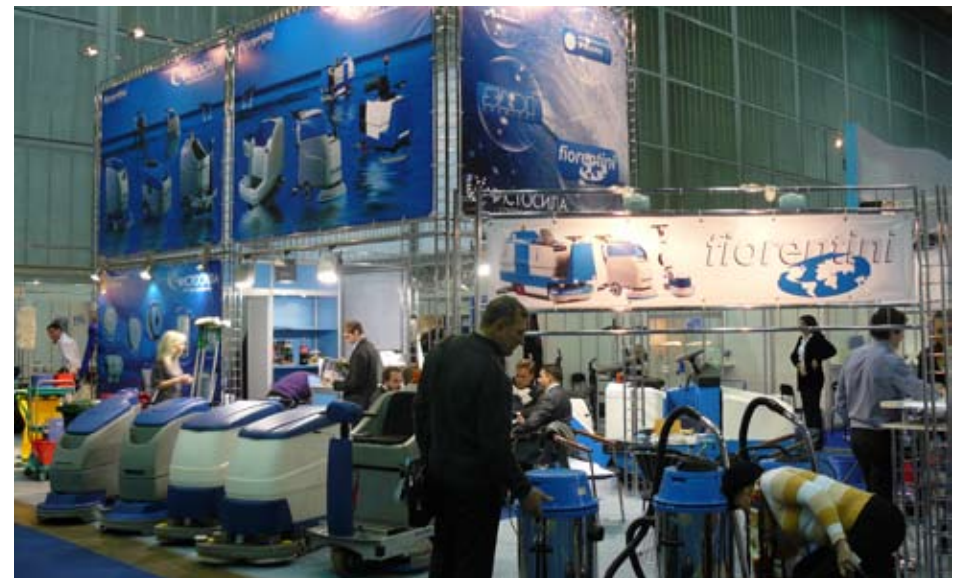
- **184** exhibitors
- Companies from **15** countries: Russia, Poland, Turkey, China, Italy, Germany, Spain, France, Netherlands, Belgium, Great Britain, Malaysia, Czech Republic, Bulgaria and Ireland
- Over **240** leading Russian and international brands

ExpoClean:

- Professional cleaning and maintenance
- Industrial cleaning
- Sanitary and hygiene
- Accessories and products for washrooms and WCs
- Dirt absorbing mats
- Refuse collection equipment, waste disposal
- Outdoor cleaning equipment
- Cleaning detergents and chemicals
- Safety equipment and uniforms
- Cleaning contractors

Dry-Cleaners and Laundry:

- Dry cleaning machines
- Aqua cleaning equipment
- Washers and wringers
- Ironing and drying equipment
- Finishing equipment
- Coloured fibre treatment machines
- Packaging equipment
- Self-service laundry equipment
- Chemical agents, technologies and accessories
- Media
- Software



On the first exhibition day, 2 December, the press-conference dedicated to opening the ExpoClean/Pulire and Dry-Cleaners and Laundry international exhibitions was held.

At the press-conference there were more than 20 mass media representatives, including journalists from following media: magazines 'Cleaning', 'Professional Cleaning', 'Dry-Cleaners and Laundry', 'Health Resort Journal', 'Hotel and Restaurant: business and management', 'Modern dry-cleaners and laundry', 'Tverskaya 13', portals www.horeca.ru, www.uborka.su, TV companies: JSC Television of Central District, TVC Business Moscow etc.

The speakers were:

Tatiana Zhurkova, Head of the Administration on coordination and organisational management of public service establishments of Moscow Government Department for Consumer Market and Services;

Sofia Ostapenko, Chief of the Department on personal services of the Committee for Economical Development, Industrial Policy and Trade of St.Petersburg Government;

Yury Ryabichev, President of the Association of Russian Cleaning Companies;

Tony d'Andrea, Managing Director of AFIDAMP, the Association of Italian Manufacturers and Distributors of Cleaning Equipment;

Victoria Kozlova, Project Manager, Cleaning Exhibitions Department, Primexpo ltd



The following persons participated in the official opening ceremony:

Georgy Smoleevsky, The First Deputy Director of the Moscow Government Department for Consumer Market and Services;

Tatiana Zhurkova, Head of the Administration on coordination and organisational management of public service establishments of Moscow Government Department for Consumer Market and Services;

Sofia Ostapenko, Chief of the Department on personal services of the Committee for Economical Development, Industrial Policy and Trade of St.Petersburg Government;

Yury Ryabichev, President of the Association of Russian Cleaning Companies;

Tony d'Andrea, Managing Director of AFIDAMP, the Association of Italian Manufacturers and Distributors of Cleaning Equipment;

Vera Ushakova, President of the St.Petersburg Association of Russian Cleaning Companies;

Irina Lubina, Deputy Director of Primexpo ltd;

Victoria Kozlova, Project Manager, Cleaning Exhibitions Department, Primexpo ltd

To mark the official opening of the exhibition, the ribbon was cut by Georgy Smoleevsky and Sofia Ostapenko.



On 2 December, in the Venskoe café in Renaissance Moscow hotel, the Gala Reception was held to mark on the occasion of the exhibitions opening. At the Reception there were more than 200 persons: exhibitors, city government representatives, Primexpo partners, mass media representatives

The following awards were presented:

- *For consistency and commitment in the choice of the exhibition*
RADNIK HOLDING; METRO-SORMA-SERVICE; CLEANFIX, LTD; RTC; NILFISK-ADVANCE, LLC; PROFCOMPLEX; VSYO DLYA UBORKI, GROUP OF COMPANIES; CLEANTECH; PRIMEX; JUPITER
- *For the most Consistent High Quality and High Standards Achieved*
MIELE CIS
- *For the Most Successful Cooperation between Producer and Distributor*
NEVSKY PROSPECT, JSC
- *For the Best Presentation of the Company at the Exhibition*
VYAZEMSKY MACHINE-BUILDING PLANT, JSC
- *For the Most Active Participation in the Business Programme*
IVS
- *For the Best Incorporation and Promotion of New Products*
ANTARES, COMPANY
- *For the Best Stand*
KARCHER, LTD
- *For the Professionalism and Creativity*
FORMATON TRK; TORUS
- *For the Best Promotion of Innovative Technologies in the Field of*

Professional Detergents and Disinfectants
CHEMITECH, LTD

- *For the Best Newcomer*
AEROSERVICE, CJSC; TEKSTIL-VOSTOK, TRADE HOUSE, LIMITED LIABILITY COMPANY JOINT ; PRIMICIAS TECNICAS CARDI LOSDI
- *For the Best Organisation of a Joint participation*
PULIRE/AFIDAMP



2 December

One of the key events of the first exhibition day became

Conference for company directors and top-managers of dry-cleaners and laundries 'Dry-Cleaners and Laundries from A-Z'

Organisers: *Krugozor Expo Travel, Primexpo ltd*

Supported by: *Department for Consumer Markets and Services of Moscow, St. Petersburg Association of Dry Cleaners and Laundries*

Conference topics and speakers:

- **'Financial support for small businesses'**

First Deputy Head of the Department for Support and Development of Small Business in Moscow, *Alexander Karpov*

- **'The development of the dry-cleaners and laundry service in Russia'**

Deputy Director, Department for Competition Development and the Market Situation Analysis of the Ministry for Economic Advancement of the RF, *Hadezhda Kuznetsova*

- **'Business: how to launch dry-cleaner and laundry'**

Chief Technologist of Delfin ltd, *Andrey Parfeniev*

- **'Technical retooling of the operating companies'**
'Dry-cleaners automation: problems and solutions'

General Director of IVS, *Igor Solovyov*

- **'Technical retooling of the operating companies. Know-how from Italian company Renzacci for dry-cleaning equipment'**

General Director of Service-Center ltd, *Elena Dergunova*



- **'Voluntary certification of companies: what for?'**

General Director of Central Research Institute of Consumer Service, *Tatiana Balanova*

- **'Modern technology of cleaning and washing of different range products. Up-to-date support manning of dry cleaning solvent'**

General director of Universal jsc, *Gennadi Romanov*

- **'Modern technology of cleaning and washing of different range products. Liquid chemicals application technologies for commercial scale laundry'**

Chief technologist of Nevsky prospect jsc, *Vladimir Kuznetsov*

- **'Training: qualified personnel for every company'**

Director of NOU Diana, *Elena Levina*

Doctor of technical sciences, Professor, Chairman of Department on Chemical technologies in service, *Andrey Ageev*

- **'Business insurance for dry-cleaners and laundries'**

Chief Technologist of Delfin ltd, *Andrey Parfeniev*

- **'Legal supporting for companies'**

Chief Legal Adviser of ROSBYTSOYUZ, *Olga Paramzina*,

Chief accountant of ROSBYTSOYUZ, *Elena Yarantseva*

- **'Work safety and assessment of work places at dry-cleaners and laundries'**

General Director of ANO engineering centre Ecology, *Vladimir Korshunov*.

After speeches were made, a round table meeting and individual professional advice were held.

Successfully were held other seminars and conferences:

- Seminar **'Features of professional cleaning educational institutions'**

Organiser: Association of Russian Cleaning Companies

- Seminar **'VIKAN (Denmark) professional accessories and equipment**



specifics in professional cleaning technologies. VIKAN HYGIENE SYSTEM® - integrated cleaning programme for enterprises'

Organiser: Chemitech ltd

3 December

- Seminar by the International Study Centre of ARUK for company directors of cleaning companies **'Personnel policies in cleaning. The system of management training and certification, motivation of staff and immigration law will be discussed'**

Organiser: Association of Russian Cleaning Companies

- Seminar: **'BUZIL – universal remedy for limescale'**

Organiser: Vikont

4 December

- Conference: **'The implementation of the ROSPOTREBNADZOR's requirements for sanitation'**

Organisers: Association of Russian Cleaning Companies, National Organisation of Disinfection Professionals

Supported by: ROSPOTREBNADZOR

At the conference following reports were introduced:

- ROSPOTREBNADZOR requirements to sanitary-hygienic condition of patient care institutions.
- Nosocomial infection, reason for origin, preventive measures and means of negotiation, experience of western countries.
- Key elements of the current cleaning and disinfection technologies implementation in patient care institutions. Professional training programme for medicoprophyllactic institution cleaning specialists.
- Discussion 'Medicoprophyllactic institution cleaning. What is more preferably: engaging a professional cleaning company or cleaning by means of own personnel resources?'

Moderators we re Yu. Ryabichev, V. Ushakova

Specialists' particular interest was provoked by MASTER CLASSES of the professional cleaning school students (Berlin) and the MOSCOW MASTERS 2008 competition winners.



contest



CLEANING
INDUSTRY

This year, Primexpo ltd, International Institute for buildings maintenance and 'The Professional Cleaning' magazine have organised a new competition for the Russian cleaning industry 'BEST FOR RUSSIA. CLEANING INDUSTRY'.

Competition Experts:

Yury Ryabichev, President of the Association of Russian Cleaning Companies;

Alexander Golyshev, Head Doctor, DGKB N 5 St.Petersburg, Chairman of Board of the regional association of public health managers, Member of the Advisory Council of the Public Chamber of RF, Candidate of Medical Science, Senior Lecturer;

Igor Leus, Director of Enitel cleaning company;

Vladimir Zubov, General Director, BaltTrest jsc, St.Petersburg;

Vladimir Fevralev, General Director of the International Institute for buildings maintenance, ISSA representative in the CIS;

Victoria Kozlova, Project Manager, Cleaning Exhibitions Department, Primexpo ltd;

Rainhard Knittler, Editor-in-Chief, The Rainingungs Markt, Germany;

Sergey Ginchuk, Technical Editor, The Professional Cleaning, the jury secretary.

Nominations:

- Cleaning machines and equipment
- Cleaning technology and system solutions
- Professional cleaning facilities

The competition winners were announced on the first exhibition day, 2 December, during the special awards ceremony.



Category:
CLEANING MACHINES AND EQUIPMENT

ES157 / ES157L – Brush for cleaning stairs or steps (EUROSTEAM, FRANCE)

SUPER C – Measuring devises for dispensing concentrated cleaning and disinfecting agents (MERIDA, RUSSIA)

CHARIS – Cleaners for medium-sized carpets and hard floors (SANTOEMMA, ITALY)

Category:
CLEANING TECHNOLOGY AND SYSTEM SOLUTIONS

KIILTO – Stone surface protection systems (KIILTO OY, FINLAND)

CONTACT-PRODUCT – Consumables Spontex, Mapa (France) for the food industry (IMPEX TRADE, RUSSIA)

Category:
PROFESSIONAL CLEANING FACILITIES

TWIXTER – Cleaning systems (VERMOP DEUTSCHLAND GMBH, GERMANY)

ULTRASPEED – Comprehensive floor protection systems (VILEDA PROFESSIONAL, GERMANY)

Contest Grand prix

Vermop Deutschland GmbH
Product 'Twixter'

Contest Winner

Santoemma
Product 'Charis'

Contest Winner

Kiilto-klei, ZAO
Product 'Kiilto'



The first Russian Open Competition: 'BEST IRONER OF RUSSIA 2008'

Organiser: Primexpo ltd

Supported by: Department for Consumer Markets and Services of Moscow, St.Petersburg Association of Dry Cleaners and Laundries, Central Research Institute of Consumer Service

Competition Experts:

Chairman of the jury:

Sofia Ostapenko, Chief of the Department on personal services of the Committee for economical development, industrial policy and trade of St. Petersburg Government



Members of the jury:

Tatiana Balanova,
General Director, Central
Research Institute of
Consumer Service;

Andrey Parfeniev,
Chief Technologist,
Delfin ltd, St.Petersburg;

Natalia Mustafaeva,
Key Specialist – Ironer,
Kun jsc, Moscow;

Cristina Kukleva,
Independent Expert
Center for Goods and
Services

Runner-up and winners:

1 place: Mantuk Ludmila, 'Apetta' Dry-Cleaner (St.Petersburg)

2 place: Telichko Nina, 'Lisichka' Dry-Cleaner (Moscow)

3 place: Zhogla Elena, 'Apetta' Dry-Cleaner (St.Petersburg)



Competition: 'BEST MASTER OF PROFESSIONAL CLEANING-2008'

Organisers: Primexpo Ltd, Association of Russian Cleaning Companies

Categories:

- Carpeting stains removing
- Professional cleaning of glass surfaces
- Cleaning of upholstered furniture

Competition Experts:

Mikhail Kharlamov, Ph.D. candidate, GU VPO Moscow State University of Service;

Dmitry Startsev, General Director, Service Prestige;

Tatiana Zvorykina, Director of the Institute on Regional Economic Research;

Vera Ushakova, General Director, Chemitech, ltd;

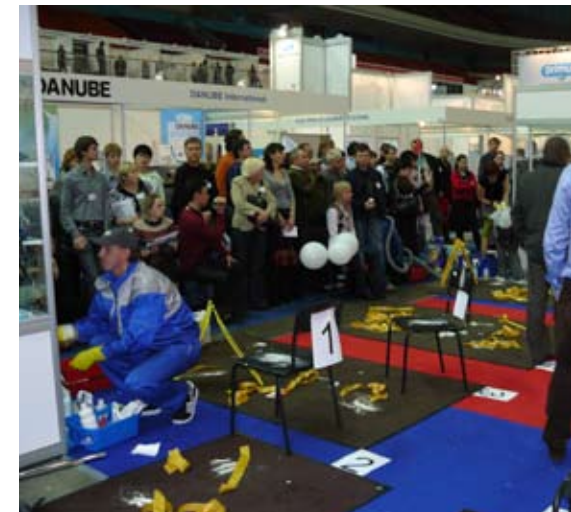
Vladimir Fevralev, General Director of the International Institute for Buildings Maintenance;

Sergey Ginchuk, Technical Editor, 'The Professional Cleaning' magazine;

Maria Volpina, Editor-in-Chief, 'The Cleaning' magazine

10 specialists have participated in the competition.

Grand Prix of the competition 'The Best Master of Professional Cleaning 2008', according to the results of 3 categories, was given to 'Primex' company.



Winners in 'Carpeting stains removing' category

- 1 place:** Charin Sergei, Aeroservice, jsc
- 2 place:** Zhudov Andrei, Primex
- 3 place:** Beda Yury, Formaton TPK

Winners in 'Professional cleaning of glass surfaces' category:

- 1 place:** Pevtsova Natalia, Service Centre Gornitca ltd
- 2 place:** Kazakov Roman, Aeroservice, jsc
- 3 place:** Drozhina Elena, Afi-Invest, jsc

Winners in 'Cleaning of upholstered furniture' category

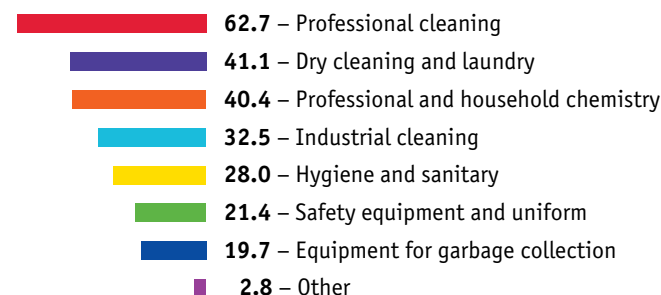
- 1 place:** Beda Yuri, Formaton TPK
- 2 place:** Pevtsova Natalia, Service Centre Gornitca ltd
- 3 place:** Yatcenko Yuri, Alfa-Service ltd



Exhibition sectors of main interest (%):



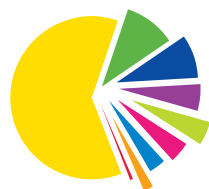
Main area of interest (%):



Aims of visiting the exhibition (%):



Visitors geography (%):



- 61.3 – Moscow and Central District
- 10.1 – Nizhny Novgorod and Volga region
- 8.8 – St.Petersburg and the North-West
- 4.9 – Yekaterinburg and Ural
- 5.1 – Rostov-on-the-Don and Northern Caucasus
- 4.0 – Abroad
- 3.5 – CIS
- 1.9 – Novosibirsk and Siberia
- 0.4 – Khabarovsk and Far East

Decision-making authority (%):



- 51.2 – Responsible for decision making
- 33.0 – Influence the decision making
- 15.8 – No influence on decision making

Number of promising business contacts established (%):



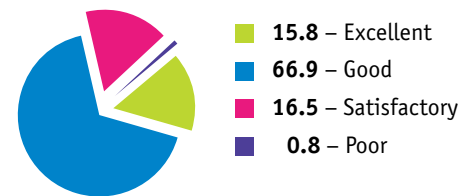
- 16.7 – Over 300
- 60.2 – 100 – 300
- 23.1 – Less than 100



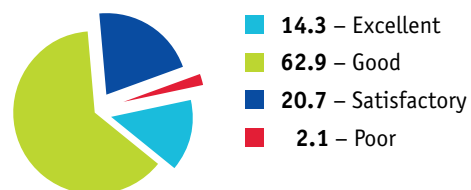
Aim of exhibiting (%):



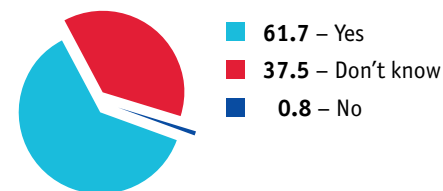
Exhibitor's evaluation of the organisation of the exhibition (%):



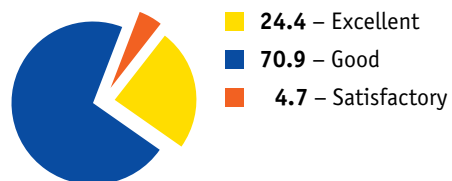
Exhibitor's evaluation of the quality of visitors (%):



Intention to exhibit in 2009 (%):



Evaluation of visitor expertise (%):



Exhibitors geography (%):



Detailed list of exhibitors can be found on our website: www.expoclean.ru in 'Exhibitors' section. The exhibition route planner also posted on our website.

Brands, represented at ExpoClean/ Pulire and Dry Cleaners and Laundry 2008

3D-Uborka, Moscow
Cristanval, Russia
Aist, St.Petersburg
Adria, Russia
Alfatechform, Moscow
Grass, Volzhskiy
Clean Purgatis, Russia
Mir Chistoty, Yekaterinburg
Moem Gorod, St.Petersburg
Multy Plast Plus, Mytishy
MULTIMAID, Lubertcy
Nevskaya Cosmetica, St.Petersburg
NMZHK, Russia
Primex, Moscow
Septohim, Moscow
Spetsmechanizatsiya, Moscow
Tecos, Russia
Tekstil-Vostok, Korolev
TexPRO, Podolsk
Tehnotkani, Moscow
Era-Hencel, Russia
Egida-Raduga, Kazan
Eclean, St.Petersburg
Chemitec, St.Petersburg
Cleanger, St.Petersburg
3M, USA
Allegrini, Italy
Alberti International, Italy
Annovi Reverberi, Italy
Americo, USA
Ar-Co Chimica, Italy
Bayer
Buzil, Germany
Bertolini Idromeccanica Spa, Italy
Berner, Finland
Bol, Italy
Butcher's, USA
Haug Buersten, Germany
CAPITANI, Italy
CB Chemie, Germany
Celtex, Italy
Chemspec, USA
Carpet Cleaner, Austria

ChaoBao, China
Cleanfix, Switzerland
Comac, Italy
Comet, Italy
Columbus, Germany
CORAZZI FIBRE, Italy
Guangzhou Baiyun Cleaning Tools, China
Guler Elektronik, Turkey
Delvir, France
Dr.Weigert
Decap pro, France
Delfin, France
Dema Europe, Netherlands
DOLPHIN Chemia Przemyslowa, Poland
Doctor Wax
Dust Control, Sweden
Duplex, Italy
Elsea, Italy
Eastmop, Czech Republic
Ecolab, USA
Ecomop, Italy
Ecomatic, Italy
Emmony, Bulgaria
Emme-Erre, Italy
Envirodri, Great Britain
Ettore, USA
Euromop, Italy
Eurosteam, France
Ermop, Turkey
Falko, Czech Republic
Fa-Ma Jersey S.p.a., Italy
Fabe, Italy
Fimap, Italy
ING.O.FIORENTINI SRL, Italy
Franklin Cleaning Technologies, Belgium
Gardiner, USA
Gapa
Gansow, Italy
Granwax, Great Britain
Hako Werke GmbH, Germany
Hefter, Germany
In-Tech, Germany
Interpump Group, Italy
Intercom, Italy
IP Cleaning, Italy
IPC Sirio, Italy

IPC Euromop, Italy
IPC Portotecnica, Italy
IPC Gansow, Italy
IPC Soteco, Italy
ISAL Srl, Italy
ISSA / Interclean, Netherlands
I.C.E., Italy
Johnson Diversey, USA
Johannes Kiehl, Germany
Jofel, Spain
Karcher, Germany
Karlhans Lehmann, Germany
Kimberly Clark, USA
Kunzle and Tasin, Italy
Klindex, Italy
Kiilto Oy, Finland
Kwazar Corporation Sp.z.o.o, Poland
Lotus Professional, Netherlands
Losdi, Spain
Lavorwash, Netherlands
Langguth Reinigungs, Germany
Mapa, France
Mascot, Italy
Menikini S.r.l., Italy
Merida, Poland
JM Metzger, Germany
Metsa Tissue, Finland
Mesto
Mediacom Spa, Italy
Microtech srl, Italy
Milliken, Italy
Minuteman / PowerBoss, USA
Moerman, Belgium
Mopatex, Spain
MULTICAR, Germany
Nilfist-Alto, Denmark
Nozomi, Malaysia
Novozymes Biologicals, France
Numatic International, Great Britain
Oertzen Gmbh, Germany
Otto Oehme GmbH, Germany
Omi Electric Appliance Co, China
Orlandi, Italy
PAPERGROUP, Italy
Premiere Products, Great Britain
Prochem, Great Britain

Pulitechno, Italy
Procter & Gamble, USA
QTS, Italy
Ready System, Italy
Rinos, Netherlands
RCM spa, Italy
Rubbermaid, Netherlands
Santoemma, Italy
Spartan, USA
SCA Hygiene Products, Sweden
SCHMIDT Industries
International Ltd., Ireland
Spontex, France
Star Makina Ltd, Turkey
SUTTER PROFESSIONAL, Italy
Shurflo
Sterisol, Sweden
Synclean, Italy
Tana Professional, Germany
Taski, Sweden
TECNICA INTERNATIONAL, Italy
TECNOVAP, Italy
Tecno. Mec, Italy
Textiles Pongal, Spain
TENZI, Poland
Tennant, USA
Termoclean, Germany
Tre Colli, Italy
T.T.S Tecno Trolley System S.r.l., Italy
Tom Cat, USA
Tork, Switzerland
Truvox, Great Britain
T.S.M., Italy
Turbolava, Italy
Unger, Germany
Ulma, Germany
Vileda Professional, Germany
Verimpex
Werner & Mertz, Germany
Wetrok, Switzerland
Vermop, Germany
VDMA CLEANING SYSTEMS, Germany
VDM, Italy
Vikan, Denmark
VonSchrader, USA
V.S.Products, USA

The quantity of brands, represented at ExpoClean/Pulire 2008 – 180

Brands, represented at Dry Cleaners and Laundry 2008

Antares NPP, Moscow
Agbis, Novokuznetsk
Vyazemsky machine-building plant
IVS, Moscow
Knit, Moscow
Nika, Moscow
Kommash, penza zavod
ALBERTI ANGELO, Italy
Alliance Laundry Systems, USA
Bowe, Germany
Bufa, Germany
Chicago Dryer, USA
Electrolux Laundry, Moscow, Sweden
Fagor, Spain
Girbau, Spain
IPSO, Belgium
Imesa, Italy
Danube, France
Dema Europe, Netherlands
Eurolaundry, France
Firbimatic, Italy
Ghidini Benvenuto S.R.L., Italy
Grandimpianti I.L.E.Ali s.p.a., Italy
Lavorwash, Italy
MAC-DRY S.r.l, Italy
Maytag, USA
Miele, Germany
Milnor, USA
Primus, Belgium
Renzacci, Italy
Sankosha, Japan
Seitz, Germany
Unimac, USA
Veit, Germany

The quantity of brands, represented at Dry Cleaners and Laundry 2008 - 34

'The exhibition attendance is rather high. I would like to mark that many cleaning companies expand the scope of activities and add services of dry-cleaners and laundries. It is very important for our cooperation with these companies. Next year we are planning to participate in the exhibition too'.

Alexander Tyumenev,
 Marketing Expert, VYAZEMSKY MACHINE-BUILDING PLANT, JSC

'Every year we present our company at the ExpoClean exhibition more and more increasingly. This time, we have demonstrated a large model range of our goods, including sweepers and floor washers. Before the exhibition we always work with our distributors, and at the exhibition we hold a complex of seminars for them specially, as well as the 'Kercher Academy' presentations. I would evaluate our participation in the exhibition as positive. Next year we are also planning our participation'.

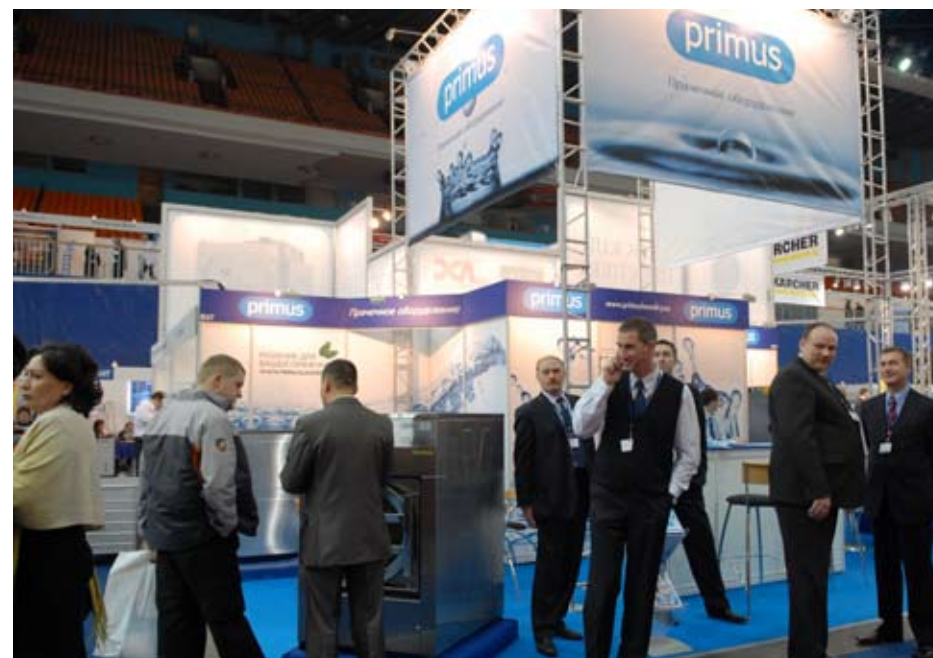
Eugenia Maximova,
 Advertising Manager, KARCHER, LTD

'The exhibition is always result-dependant. This is an effective way to meet potential partners, to check their reliability. At this exhibition we have met all our established clients also new customers have shown their interest in our display'.

Dmitry Glukhov,
 Director, FORMATON TPK

'The exhibition has left a lot of positive impressions. Our company won Grand Prix of 'Best for Russia Cleaning Industry' competition. There were useful contacts and interest to our produce. It was pleasant to find a picture of our stand in the exhibition newspaper prepared by the organisers'.

Hainrih Kern,
 Export - Manager of Russian division,
 VERMOP DEUTSCHLAND GMBH



SEE YOU NEXT YEAR!



11th International Exhibition for the
Cleaning Industry



8th International Exhibition for
Dry-Cleaners and Laundries

18 - 20 November 2009

Olympiysky Complex, Moscow, Russia