

Press

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Messe Frankfurt expands its portfolio of events with Middle East Cleaning Technology Week

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Messe Frankfurt has acquired a majority holding in Middle East Cleaning Technology Week in Dubai, further strengthening its position in the Middle East, one of the fastest growing regions of the world. The fair and exhibition company will organise the event in cooperation with VIS Exhibition and conferences, Dubai. Held annually, Middle East Cleaning Technology Week brings together three trade fairs at the same time and place: Gulf Laundrex for the laundry and dry-cleaning sector, Clean Middle East for the cleaning-contractor segment and Gulf Carwash for the car-care business. The next edition takes place at the Dubai International Convention and Exhibition Centre from November 13-15, 2018. Almost 150 companies, many of them international market leaders, present their products and services at the three trade fairs.

“By taking a holding in the trio of trade fairs, we are not only reinforcing our commitment to the Middle East but to Texcare also, our leading international trade-fair brand for textile care. Given the rapid growth in the hotel sector and the preparations for Expo 2020, Dubai is an important market for all suppliers in the various parts of the cleaning sector”, explains Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt. With the new event, Messe Frankfurt now organises fourteen fairs in the Middle East, ten in Dubai and the United Arab Emirates and four in Saudi Arabia, as well as numerous conferences.

Discussing the benefits of the cooperation, Dr. Kayyum Ali Bohra of VIS Exhibitions, Dubai says, “We anticipate a wide variety of synergistic effects from working with Messe Frankfurt, especially in terms of internationality and sector-specific expertise. As the World’s leading organiser of Trade fairs with a strong base in Dubai, collaboration with Messe Frankfurt in these niche sectors will add value and enhance the experience of the exhibitors.”

Messe Frankfurt and VIS Group also collaborate in the field of textile care in India: the Texcare Forum India conference, which made its debut in January 2018, was held concurrently with Laundrex Mumbai.

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the

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relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary numbers 2017
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