

CAIRO - EGYPT



المعرض الدولي الثاني لتكنولوجيا صناعة المنظفات الحديثة والمفاصل التجارية ومستلزماتها

www.cleanafricashow.com

Welcome to the CLEANING & HYGIENE WORLD

CLEAN AFRICA 2022 At the first successful session, CLEAN AFRICA TECHNOLOGY SHOW has launched itself as the biggest regional trade fair for Professional Cleaning, Hygiene, Machinery and Laundry Technologies, and the only main gate & the perfect B2B platform for Clean industry.

CLEAN AFRICA TECHNOLOGY SHOW has been recognized as the regional manufacturing, trading and networking forum that serving the (MENA) markets.

CLEAN AFRICA TECHNOLOGY SHOW will prove once again that it's the perfect place where industry players can gather to get updated on the latest technologies and innovations, network and share experience with customers and suppliers.

The 2nd Cleaning and Hygiene Show in Africa...

The international professional platform for the cleaning and hygiene industries in the region.

CLEAN AFRICA TECHNOLOGY SHOW "The International Trade Exhibition for Professional Cleaning, Hygiene and Laundry Technologies & Accessories" will bring together manufacturers, wholesalers, agents & suppliers, industry professionals, both domestic & international exhibitors and market key players with thousands of trade visitors from across the world.

The exhibition will host a complete range of products, solutions, latest technologies and will present leaders from the cleaning and hygiene, laundry and dry cleaning industries.



CLEAN AFRICA TECHNOLOGY SHOW

Highlights:

**10000 SQM
Exhibiting Area**

**4 INTERNATIONAL
PAVILIONS**

**23 COUNTRIES
Representing**

90 EXHIBITORS

**2443 TRADE
VISITORS**

**50 INTERNATIONAL
HOSTED BUYERS**

CLEAN AFRICA TECHNOLOGY SHOW is a lucrative basis for business as it offers the exhibitors variety of advantages. It's a comprehensive, hands-on, networking and learning event.

Launch your new products and collections.

Broaden your distribution network.

Communicate with 10,000 expected visitors.

Penetrate into new markets.

Meet new partners and potential buyers.

Take advantage for new technologies and innovations.

Stay ahead of competitors.

Finalize new sales and distribution agreements.

Enhance relations with existing customers.

Locate Cairo as your destination.
Introduce your profile to African Market.

Form new business alliances.

Showcase your latest products to thousands of qualified buyers.

Renew business ties.

Under the auspices of the chamber of chemicals industries and on a behalf of the ministry of industry and trade, we had the pleasure the attend of Dr. Sherif EL Gabaly at **CLEAN AFRICA TECHNOLOGY SHOW 2021**, the first edition.



**CLEAN AFRICA
TECHNOLOGY
SHOW 2021**

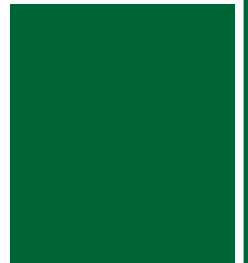




EXHIBIT PROFILE

Cleaning Chemicals & Agents

- Hand-wash products
- Detergents
- Dishwashing detergents
- Disinfectant
- Facade cleaners
- Vehicle & Glass cleaners
- Kitchen, Toilet & Swimming Pool cleaners
- Carpet shampoos & care products
- Floor cleaning
- Furniture care products
- Spray extraction cleaners (Vacuum, wash & dry)
- Automatic machine cleaners
- Industrial, Metal & Stainless-steel cleaners
- Neutral & Power cleaners
- Pest control products
- Permanent coating/sealing products
- Nano coatings (Water, oil, dirt repellent)
- Stain removers/spotting agents

Washroom Hygiene & Waste Disposal

- Hand lotion & disinfectant
- Hand driers
- Toilet paper & Toilet Paper dispensers
- Paper towels
- Toilet hygiene & accessories
- Towel dispensers
- Sanitizers & wipes
- Air fresheners
- Garbage collectors
- Waste disposal equipment

Dry-Cleaning and Laundry

- Equipment for washing & drying
- Machinery & equipment for ironing & dry-cleaning.
- Steam generators.
- Chemicals.
- Accessories and consumables for dry-cleaners and laundries.
- Software for automation of dry-cleaners and laundries.
- Industrial clothing and labor protection.

Services

- Cleaning Management Services.
- Associations.
- Agencies and consultancies.
- Publishers.

Climbing Aid & Protection

- Service ladders.
- Elevating work platforms & Scaffolding.
- Rope fall protection, Safety clothes and accessories
- Window cleaning cradles.

Cleaning Equipment, Machinery, Car Care, Systems and Accessories

- Floor wet & dry cleaning equipment.
- Window cleaning equipment.
- Cleaning & Machines accessories.
- Wet-wipe fabrics.
- Polishing pads.
- Products for single disc cleaning equipment.
- Equipment trolleys.
- Dispensers.
- Pressure sprays & spray cans.
- Waste water treatment plant.
- Flexible packaging material.
- Cleaning robots.
- Washing machines.
- Container and tank cleaning machines.
- Escalator cleaning machines.
- High-speed machines.
- Multi-disc machines.
- Parquet grinding machines.
- Industrial sweeping machines.
- Roller brush machines.
- Pressure Washers & other High-Pressure Cleaners
- Steam Cleaners.
- Industrial, Steam & Wet/Dry vacuum cleaners.
- Vacuum Cleaner Accessories.
- Drive-through car wash systems.
- High/Low pressure granule scattering systems
- Garden vacuums/blowers.
- Machines and equipment for outdoor facility maintenance & winter services.

Packaging Materials & Processing

- Packaging materials & equipment.
- Packaging machinery, technology & quantitative weighing machinery.
- Labeling, coding, ink-jet, sealing & printing machine
- Instruments and analytical apparatus.
- Production lines and process.
- Cleaning products processing accessories.
- Raw materials.

PROMOTION CAMPAIGN



ONLINE & MEDIA CAMPAIGNS

- Print and online media campaigns.
- Listing in both print and online directories.
- Professional magazines advertising.
- Online advertising & digital channels.
- Email shots.
- Print and online press releases.



SOCIAL MEDIA

- Reach million audience from the region.
- Daily show updates.
- Sponsored posts.
- News via social media outlets.
- Posts of all new and features at **CLEAN AFRICA**.



INTERNATIONAL CAMPAIGNS

- Hosting buyers program.
- Inviting 1000 international trade buyers.
- Reach 1000 international companies.
- Media partners from worldwide magazines.
- International online magazines advertisements.



MOBILE MARKETING

Mobile marketing promotions aimed at commercial visitors will spread the word on CLEAN AFRICA keeping audiences up-to-date and fully aware on why **CLEAN AFRICA** is the preferred meeting point for the cleaning sector.



OUTDOOR PROMOTION

We will also ensure that the **CLEAN AFRICA** brand receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the exhibition.



TARGETED TRADE INVITATIONS

50,000 Targeted invitations will be sent out to trade delegates & related members of the cleaning and hygiene community prior to the event, ensuring they “save the dates” for **CLEAN AFRICA** and have adequate time to plan their visit in advance and arrange appointments for important discussions.



RADIO ADVERTISING

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with **CLEAN AFRICA** as the unpatrolled event.



PRESS RELEASES

Ensuring that key journalists are kept fully informed with the show content, features and attractions at CLEAN AFRICA and increase the show's visibility and awareness through announcements and updates.



VISITORS PROFILE

Among Key Buyers on The Exhibition

- Professional cleaning services.
- Wholesale and retail trade of products for professional cleaning.
- Laundry, dry-cleaners.
- Wholesale and retail trade of products for laundries and dry-cleaners.
- Companies with own cleaning service:



- Warehouses
- Business Centers
- Resorts
- Facility Management Co.
- Car Washes
- Hypermarkets
- Banks
- Terminals
- Malls
- Medical Institutions
- HOA
- Fitness Centers
- F&B Producers
- Headquarters
- Schools
- Catering
- Hotels
- Governmental
- Utilities
- Administrative Buildings
- Businessmen & Investors
- Entertainment & Clubs
- Services Companies



CLEAN AFRICA
TECHNOLOGY
SHOW 2022

THE VENUE

CLEAN AFRICA TECHNOLOGY SHOW will take place at the luxurious venue

Cairo International Convention Center, Nasr City, Cairo, the venue enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt, Nasr City near to several 5 star hotels, entertainment destinations and only minutes away from Cairo International Airport.



FACILITIES

- Conference Rooms
- Seminar Facilities
- Catering
- Parking slots
- Hi speed Wi-Fi network

FEATURES

- Easy to reach location
- Close to the Airport
- Top notch accommodations
- Close to main industrial cities
- Close to touristic sites
- Many prestigious malls and districts

LOCATION

- 12 Km Cairo International Airport
- 10 Km Down Town
- 11 Km Suez Road
- 9 Km Ismailia Desert Road
- 25 Km Obour City
- 40 Km 10th of Ramadan

CLEAN AFRICA ★ ★ TECHNOLOGY ★ ★ SHOW 2022

The Destination for **Tomorrow's** Business

**BOOK YOUR
STAND NOW**

www.cleanafricashow.com

ORGANIZED BY



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