



MIDDLE EAST CLEANING TECHNOLOGY WEEK



7-9 NOV'17

**ZA'ABEEL HALLS 2 & 3
DUBAI WORLD TRADE CENTRE**

POST SHOW REPORT 2017

MIDDLE EAST CLEANING TECHNOLOGY WEEK 2017 SUCCESSFULLY COMPLETES ITS THIRD EDITION

The Middle East Cleaning Technology Week 2017 has completed three years now, and this year, the show – held on November 07-09, 2017 - saw a turnout of quality visitors seeking newer innovations and technologies.

The three events under MECTW 2017 – **Clean Middle East Pulire**, **Gulf Laundrex-Linen Care Expo powered by Expo Detergo International** and **Gulf Car Wash-Car Care Expo** – saw over 4,000 quality visitors thronging the halls. The show was inaugurated by HE Butti Saeed Al Ghandi, Second Vice Chairman of Dubai World Trade Centre. The exhibition had over 130 companies in participation from about 15 countries. The **Live Demos** that were a huge success when they were introduced last year, proved to be an attraction for visitors and exhibitors alike, yet again.

Apart from this, the **Green Zone** – sponsored by Diversey Gulf - was a one-of-a-kind initiative that attracted visitors to check out the various eco-friendly certified products available across all three industries.

This year, too, the exhibition had three knowledge-sharing seminars – the **International Cleaning & Hygiene Conference**, **Gulf Laundrex-Linen Care Conference** and the inaugural edition of the **Sustainable Waste Management Conference**.

MECTW 2017 also offered a platform to international workshops. The **International Detailing Association** held a one-day Detailers Certification Course for auto-detailers in Dubai. **ISSA** also held a two-day CMI certification course in association with MECA and MEATAC.

The awards this year were a clean sweep as well. The **City Cleaning Awards** saw 20 street cleaners from all the seven emirates of the UAE winning cash prizes and certificates for their work in maintaining the country's streets. The **Excellence Awards** was an exclusive, glittering ceremony, where 24 winners from the 150 plus nominations from the housekeeping, laundry and soft FM sectors that had come in through the year, were awarded for their excellent work.



KNOWLEDGE-SHARING INITIATIVES

INTERNATIONAL CLEANING & HYGIENE CONFERENCE

The International Cleaning & Hygiene Conference 2017 was in its 5th edition and focused on Environment, Health & Safety – from the impact of chemicals to understanding Industry 4.0 and its effect on EHS, to presentations on healthcare, probiotic cleaning, and even software. The opening address of the conference was given by Dorothee Stein, Head-Facility Care, Dubai Airports, who spoke at length about the importance of Health & Safety in the Soft Facilities Management sector.

GULF LAUNDREX LINEN CARE CONFERENCE

The third edition of the Gulf Laundrex Conference addressed the theme of 'Standards Driving the Laundry Market'. The half-day conference witnessed a packed house with many experts talking about the various ways and means of improving the overall standards in the market and also the kind of solutions/technology aiding this movement. The conference was opened by Tim Bacon, Director Middle East, and Africa, General Manager, Alliance Laundry Systems BVBA (Dubai Branch).

SUSTAINABLE WASTE MANAGEMENT MIDDLE EAST CONFERENCE

The inaugural edition of the Sustainable Waste Management Conference offered the ideal platform for government and private sector experts and other stakeholders to meet and discuss the latest trends, emerging topics and lead interactive sessions. It was most relevant since Middle Eastern countries are amongst the highest per capita waste producers in the world, as recent figures indicate.



MECTW 2017 AT A GLANCE

3
INTERNATIONAL
CONFERENCES

3
DEDICATED
BUSINESS
EXPOS

2
AWARDS
CEREMONIES

2
INTERNATIONAL
WORKSHOPS

TESTIMONIALS

SAMIT SANYAL, DIRECTOR-MARKETING, DIVERSEY GULF

We have been participating in CMEP for the past few years and are fairly happy about the way the show has evolved and with how the organisers have been committed not only to the show but also to our overall business for the cleaning industry. For the upcoming editions, we would like to see more consumer bodies involved to spread the awareness of cleaning and hygiene to the general public.

VENKATESH MANJERI, DIVISIONAL MANAGER, INTERCARE LTD.

The show has definitely attracted more number of suppliers and customers, and over the years has grown in size and probably in importance too. Businesswise it has always been useful to have such shows. However, it would be helpful to have a longer gap between the editions to entice more participation. Also an award for companies, etc would generate more interest.-

GEORGE OOMMEN, MANAGING DIRECTOR, EXCEL INTERNATIONAL

We have been participating in this show for a few years now, and we get exposure for the innovative products we introduce every year and they are well received. Due to the size of the show the number of visitors varies every year. This year, the number of visitors seems to be less compared to last year – but we are happy with the quality.

AHMADALY FAZAL, MANAGING DIRECTOR, DAITONA

We feel that the show last year was very nice. Comparatively, we haven't seen as many people. However, we understand that the market situation is a bit slow and many people are not looking to buy new products. Businesswise we are concentrating more on machines now rather than janitorial items; and we have had a few enquiries; we will wait to see how to convert them after the show.

TONY KERR, SALES DIRECTOR-EMEA, XEROS

This is the first time we have participated in the Gulf Laundrex-Linen Care Expo. We came with the intention of meeting people in the laundry industry and introducing our products. We've achieved that. We have met some people who we believe will take machines, and overall the show has been okay.

RYAN ESSENBURG, PRESIDENT, AVW TOMMY CAR WASH SYSTEMS

Last year we launched a franchise offering that was very well received. We have massive growth happening now on the franchise side because most people need training, marketing support, operational expertise and the know-how of how to run a car wash. So we're seeing a massive growth in that area and that's an international need. We are certainly making good contacts here as an exhibitor; we've met a lot of people, more on the institutional side – government agencies or taxi companies, car dealerships and a little bit of independent developers as well. I think the car wash segment needs to be bigger, though.

NACHO VERDES, KEY ACCOUNT MANAGER-MARKET DEVELOPMENT, ISTOBAL

After participating at the Gulf Car Wash-Car Care Expo, I have found it to be more interesting because we are directly in contact with professionals. This has been a good experience for us, and the people that came to visit us were interested in cleaning and automatic car wash. Many of them told us they knew we were coming to the show so they came to visit us. So I think the organisers did a good job in marketing the show.

SELWYN ABRAHAM, EQUIPMENT DIVISION, MANAGERMTRADEXME

I'm quite happy to be participating in this event. We were there two years back in a bigger way. The visitors were not as per our expectations in the first year. This year it seems better. Hopefully in the coming years the Gulf Car Wash Show will be in a bigger area, so that more visitors can come.

KEITH WATSON, DIVISION MANAGER, REZA HYGIENE

The show is evolving well and the support the organisers have given us and initiatives like the Green Zone, etc., are good. However, I maintain that it should be held every two years and achieve a greater regional presence.

TIM BACON, DIRECTOR – MIDDLE EAST & AFRICA, ALLIANCE LAUNDRY SYSTEMS

Alliance is proud to partner with Gulf Laundrex-Linen Care Expo powered by Expo Detergo and MECTW. Alliance is the largest producer of commercial laundry. We manufacture machines and apply it to the hospitality arena, healthcare, FM and laundries. We have a range of world famous brands and are proud to showcase them at the MECTW 2017 show.

SEE YOU NEXT YEAR
13-15 NOVEMBER 2018, DWTC, DUBAI