



# ISSAPULIRE 2025 NUMBERS

27<sup>TH</sup> EDITION  
**ISSA<sup>®</sup>PULIRE**  
MILAN **27|28|29** MAY **2025**

[ISSAPULIRE.COM](https://www.issapulire.com)

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| Issa Pulire Lab                      | 12-13 |
| Hackathon 2025                       | 14-15 |
| Italian Trade Agency Events          | 16-17 |
| Product of the Year ISSA PULIRE 2025 | 18    |
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# General Information

**ORGANIZER**  
ISSA Pulire Network srl

**LOCATION**  
Fiera Milano Rho

**PRESS & MEDIA**  
CLEANING COMMUNITY  
DIMENSIONE PULITO  
DISTRIBUZIONE MODERNA  
EMPRESA & LIMPIEZA  
EUROPEAN CLEANING JOURNAL  
GSA - IGIENE URBANA  
GSA NEWS  
HA FACTORY  
HOTEL DOMANI  
IGIENE E ALIMENTI  
ITALIA A TAVOLA  
L'AMMONITORE  
L'OSPEDALE  
MECCANICA OGGI  
MIXER PLANET  
PEST CONTROL  
PROGETTARE  
RATIONEL REINIGEN  
REINIGUNGS MARKT  
RISTORANTI  
TCE MAGAZINE  
TEME

**UNDER THE PATRONAGE OF:**  
AFIDAMP  
ISSA  
AIDPI  
AIISA  
ANIP  
ASSISTAL  
ASSODIMI ASSONOLO  
ASSOSISTEMA CONFINDUSTRIA  
CAN  
CONFARTIGIANATO IMPRESE  
CONFCOOPERATIVE LAVORO E SERVIZI  
FARE  
FCSI  
F.N.I.P.  
FIDEN  
FONDAZIONE SCUOLA NAZIONALE SERVIZI  
LEGACOOOP  
OTA

**WITH THE CONTRIBUTION OF:**  
REGIONE LOMBARDIA

**IN COLLABORATION WITH:**  
ITA ITALIAN TRADE AGENCY



# Exhibitors

Number of Exhibitors 421

SQM net Covered 14.102

## PRODUCTS CATEGORIES (REPRESENTED BRANDS EXCLUDED)

| EXHIBITORS          | %     |
|---------------------|-------|
| MANUFACTURERS       | 73,13 |
| SERVICE CONTRACTORS | 8,79  |
| INSTITUTIONS        | 7,30  |
| DISTRIBUTORS        | 5,68  |
| OTHER               | 3,1   |
| PRESS               | 2     |

UNDER THE PATRONAGE OF:



WITH THE CONTRIBUTION OF:



IN COLLABORATION WITH:



ORGANIZED BY:



LOCATION: CERTIFIED BY:



MEDIA PARTNER:



## PRODUCTS CATEGORIES-MANUFACTURER (REPRESENTED BRANDS EXCLUDED)

| EXHIBITORS          | %     |
|---------------------|-------|
| MACHINES            | 26,88 |
| CHEMICAL PRODUCTS   | 14,70 |
| EQUIPMENTS          | 14,70 |
| CONSUMABLE PRODUCTS | 14,34 |
| COMPONENTS          | 12,90 |
| OTHER PRODUCTS      | 4,66  |
| PEST MANAGEMENT     | 3,94  |
| WASTE MANAGEMENT    | 3,58  |
| ACCESSORIES         | 1,79  |
| LAUNDRY             | 1,43  |
| PPE                 | 1,08  |

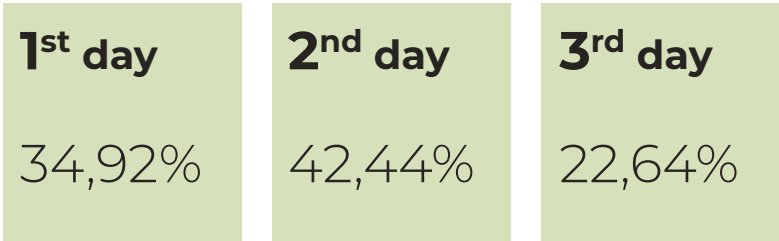
# Attendance



TOTAL ATTENDANCE 21.020  
DOMESTIC 15.134  
INTERNATIONAL 5.886

## May 2025

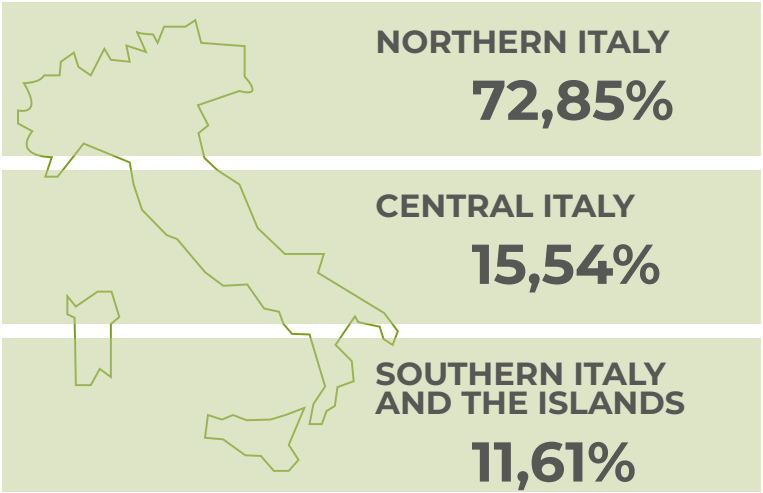
Attendance During the 3 Days



|                           |        |
|---------------------------|--------|
| Dealer.....               | 35,77% |
| Service Company .....     | 32,23% |
| Manufacturer Company..... | 20,76% |
| Client.....               | 2,65%  |
| Supplier.....             | 7,52%  |
| Institution.....          | 1,07%  |

# Domestic Attendees

/Domestic Attendees 15.134



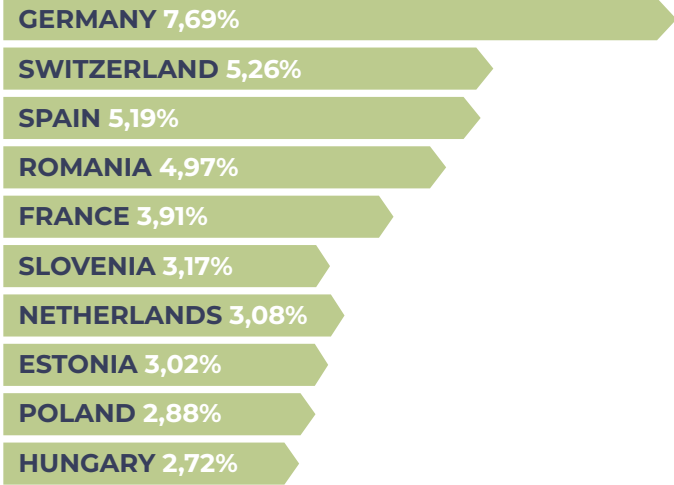
| REGIONS                                   | %     |
|-------------------------------------------|-------|
| ATTENDEES FROM NORTHERN ITALY             |       |
| LOMBARDY                                  | 37,46 |
| VENETO                                    | 10,61 |
| EMILIA ROMAGNA                            | 10,31 |
| PIEDMONT                                  | 8,79  |
| LIGURIA                                   | 2,39  |
| TRENTINO ALTO ADIGE                       | 1,62  |
| FRIULI VENEZIA GIULIA                     | 1,45  |
| AOSTA VALLEY'S                            | 0,22  |
| ATTENDEES FROM CENTRAL ITALY              |       |
| TUSCANY                                   | 5,95  |
| LAZIO                                     | 5,29  |
| MARCHE                                    | 1,65  |
| ABRUZZO                                   | 1,60  |
| UMBRIA                                    | 0,77  |
| MOLISE                                    | 0,28  |
| ATTENDEES FROM SOUTHERN ITALY AND ISLANDS |       |
| CAMPANIA                                  | 4,28  |
| SICILY                                    | 3,18  |
| APULIA                                    | 2,03  |
| CALABRIA                                  | 1,02  |
| SARDINIA                                  | 0,88  |
| BASILICATA                                | 0,22  |

/International Attendees 5.886

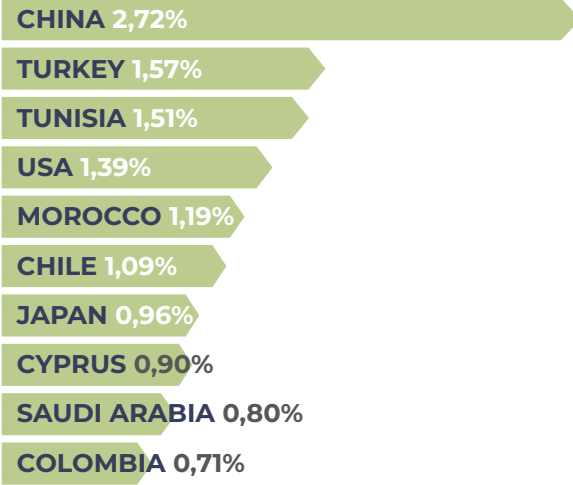
# International Attendees



## TOP 10 EU COUNTRIES



## TOP 10 EXTRA EU COUNTRIES



## GEOGRAPHICAL DISTRIBUTION

Europe **73,23 %**  
Asia **13,18 %**  
Americas **6,22 %**  
Africa **6,02 %**  
Oceania **1,35 %**

# Exhibitors Survey

## OVERALL SHOW SATISFACTION



Are likely to exhibit again in 2027

93%

Are likely to recommend ISSA PULIRE to an industry peer

85%

# Complementary Sectors

Pest  
Management



Of which 322  
sqm in the  
Disinfestando  
Pavilion



Waste  
Management



Occupied Area

Components



Occupied Area



# ISSA PULIRE LAB



## ROOM MILANO

## ROOM ROMA

## ROOM NAPOLI

### ORGANIZER

ISSA PULIRE NETWORK

### ROOMS

Room Roma  
Room Milano  
Room Napoli

### PARTNERS

AFIDAMP  
ISSA  
ASSOSISTEMA CONFINDUSTRIA  
CONFARTIGIANATO IMPRESE  
CONFCOOPERATIVE LAVORO E SERVIZI  
ORDINE TECNOLOGI ALIMENTARI  
FCSI AIISA  
FIDEN  
HA FACTORY  
ISSA CHINA  
ITALCHIMICA  
LEGACOOP PRODUZIONE E SERVIZI  
PUHASTUSEXPERT  
SCUOLA NAZIONALE SERVIZI  
TENDERBRAIN

27  
EVENTS

80  
SPEAKERS

#### 9 Maggio / 9 May

12.00-12.50

FONDAZIONE LIFE

Buone prassi e nuove policy: igiene, salute e sicurezza negli ambienti sanitari.

Good practices and new policy for health care environment hygiene, health and safety

PAUSA

14.00-14.50

PESTMED-ISSA PULIRE

Pestmed & ISSA PULIRE insieme. Servizi integrati in Italia e nel mondo.

Pestmed & ISSA PULIRE Together. Integrated services in Italy and around the world

15.00-15.20

ISSA EMEA

Il valore della formazione e come trattenerla i professionisti delle pulizie

Value of Education and How to Retain Cleaning Professionals

15.30-15.50

LIONSBOT

Diamo i Superpoteri agli addetti delle pulizie.

Giving Cleaners Superpowers.

16.00-16.20

SCUOLA NAZIONALE SERVIZI

La Galassia dei Servizi: lo stato di salute delle imprese di pulizie professionali

The Galaxy of Services: the state of health of professional cleaning companies

16.30-16.50

IPN

Cerimonia di premiazione del Premio Product of the Year ISSA PULIRE 2023

Product of the Year ISSA PULIRE 2023 Award Ceremony

17.00-17.20

AFIDAMP

Cerimonia di premiazione associati Afidamp: consegna dei premi Senior Member e Best Member Afidamp

Afidamp member Award Ceremony: Afidamp Senior and Best Member

#### 10 Maggio / 10 May

11.00-12.20

AFIDAMP

La Nuova Regola di Categoria di Prodotto Lavasciugapavimenti Secondo lo Schema MADE GREEN in Italy

The New Scrubber Dryer Product Category Rule According To The Made Green In Italy Scheme

12.30-13.50

CONFCOOPERATIVE LAVORO E SERVIZI E CONFCOOPERATIVE LAVORO E SERVIZI LOMBARDIA

Economia dei Servizi

The Services Economy

PAUSA

14.00-14.50

ORDINE TECNOLOGI ALIMENTARI LOMBARDIA E LIGURIA

Oltre l'igiene e la sicurezza, verso la salubrità degli ambienti

Beyond Hygiene and Safety: Towards Environmental Health

15.00-15.50

AFIDAMP

Iniziativa di Prevenzione Integrata in Sanificazione: il Progetto Congiunto Inail-Confimi Industria. In collaborazione con INAIL e CONFIMI INDUSTRIA.

Integrated Prevention Initiatives In Sanitization: The Joint Inail-Confimi Industry Project. In collaboration with INAIL and CONFIMI INDUSTRIA

16.00-16.50

DIMENSIONE PULITO

L'eccellenza della pulizia alberghiera: la sfida della certificazione di qualità

The excellence of hotel cleaning: the challenge of quality certification

#### 11 Maggio / 11 May

10.30-11.20

AFIDAMP

Presentazione della IV EDIZIONE del corso di ALTA FORMAZIONE IN CLEANING MANAGEMENT. In collaborazione con l'Università degli Studi di Bergamo

Presentation of the 4th edition of the High training in Cleaning Management Course. In collaboration with the University of Bergamo

11.30-12.20

DIMENSIONE PULITO

L'innovazione nei servizi di pulizia

Innovation in the cleaning service

PAUSA

14.00-15.20

TIPS

Il Contributo e le Sfide Del TIPS: La Sanificazione in Ambito Ospedaliero e il Nuovo Codice dei Contratti Pubblici

The Contribution and Challenges of TIPS: Sanitation in Hospitals and the New Code of Public Procurement

#### 9 Maggio / 9 May

11.00-11.50

INAUGURAZIONE

Cerimonia di inaugurazione di ISSA PULIRE 2023

Opening Ceremony of ISSA PULIRE 2023

12.00-12.50

LEGA COOP PRODUZIONE E SERVIZI

I requisiti SOA negli appalti di servizi e misti secondo il nuovo codice

The requirements of SOA (Assessor) for service tenders according to the new Public Procurement Code

PAUSA

14.00-14.50

OSA NEWS

La nuova frontiera della rinegoziazione dei contratti pubblici

The new frontier of public procurement contract renegotiation

15.00-15.20

EFCE

La digitalizzazione e il comparto del Cleaning in Europa

Digitalization and the Cleaning Industry in Europe

15.30-15.50

TOIRK ITALY

Massimizzare l'igiene - Ridurre al minimo l'impatto sulle emissioni di carbonio.

Maximise Hygiene - Minimise Carbon Impact

16.00-16.20

AIDPI

Progetto SFRatto

Project Rat-vit

16.30-17.20

GBAC

Pulire per una ragione non solo per l'apparenza

Cleaning For Purpose Not Just Appearance

#### 10 Maggio / 10 May

10.30-10.50

DIMENSIONE PULITO

Intervista a Giulio Guizzi, autore del libro "Pulizia Igiene e sanificazione, La sporca storia del pulito"

Interview to Giulio Guizzi, Author of the book "Cleaning and Sanitation: a global history"

11.00-11.50

ISSA EMEA

Principi e prassi ISSA per i controlli dei servizi di pulizia

ISSA Key Elements of Cleaning Audits with a Visual Demo

12.00-12.20

ISSA EMEA

Presentazione del libro "Official ISSA Cleaning Times"

Presentation of the Book - Official ISSA Cleaning Times

12.30-12.50

RENTALBLOG

Cosa serve per offrire un servizio di noleggio professionale

What's needed for a professional rental service

PAUSA

14.00-14.50

OSA NEWS

Il Futuro dei servizi di pulizia professionali: tra nuovo codice e strategia climatica

The Future of professional cleaning service: the new code and the climate strategy

15.00-15.20

SCUOLA NAZIONALE SERVIZI

Quo Vadis: dove va il mercato del cleaning

Quo Vadis: where is the cleaning market heading

15.30-15.50

ASSOSISTEMA CONFINDUSTRIA

Sicurezza sul lavoro, focus sulla protezione delle mani per gli operatori

Safety on the workplace: focus on workers hands protection

16.00-16.20

AIDPI

Presentazione della Pdr UNI "Servizio di Pest management nelle imprese del settore agroalimentare della produzione biologica"

Presentation of the Pdr UNI "Pest management service in companies operating in the agri-food organic production sector"

16.30-16.50

IFMA

Facility Management e gli Obiettivi di Sviluppo Sostenibile

Facility Management & The Sustainable Development Goals

17.00-17.50

ISSA HYGIEA

Le voci delle donne nell'industria del Cleaning

The Voices of Women in the Cleaning Industry

#### 11 Maggio / 11 May

10.30-11.20

ISSA

Il futuro della sostenibilità per l'industria delle pulizie

The Future of Sustainability for the Cleaning Industry

11.30-11.50

ISSA EMEA

Presentazione del Manuale di Formazione dell'Addetto alle Pulizie

Presentation of the Custodial Technician Handbooks

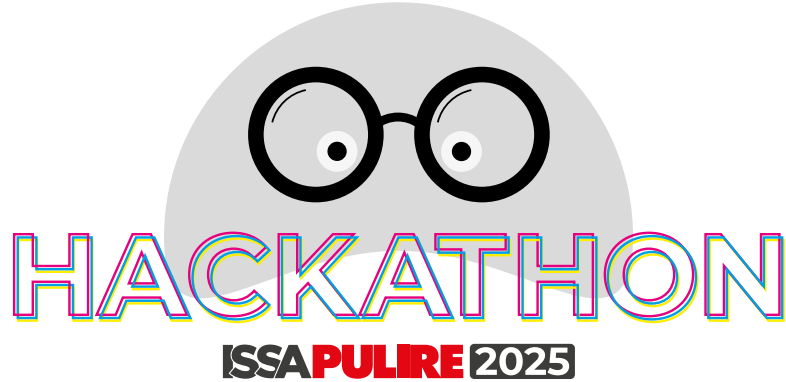
12.00-12.50

FARE

Come far prevalere il principio del risultato nelle gare dei servizi di Pulizia

How to make the result-principle prevail in tenders for the cleaning service

# HACKATHON 2025



**TOPIC**  
HOW CAN ARTIFICIAL  
INTELLIGENCE  
IMPROVE THE  
CLEANING  
PRACTICES?

**GOAL**  
Develop an innovative  
solution that shows how AI  
can maximize the chances of  
achieving defined goals, thus  
allowing facility managers to  
maximize their results.

**THE PROBLEM**  
Milan is about to inaugurate  
not one but two brand new  
stadiums. The BSC decided  
to explore AI-driven solutions  
and published a technology-  
driven Request for Proposal  
(RFP) to hire an AI consulting  
firm to help them define  
and implement the new  
technology that will keep the  
stadiums a healthy, safe, and  
clean facility.

## WINNERS AND AWARDS

**3.000 € 1<sup>st</sup> place:**  
**I-TEAM TEAM** - University of Brescia  
Industrial Automation Engineering

**1.000 € 2<sup>nd</sup> place**  
**IDROBASE - ISSA TEAM** - University of Milano-  
Bicocca, University of Milan (Statale), and University of  
Pavia - Artificial Intelligence and Mathematics & AI

**ORGANIZERS**  
ISSA PULIRE NETWORK and FACILITY DATA  
STANDARD (FDS)

**THE JURY**  
**Cesare Grassi**, Chief Operation Officer, Scuola  
Nazionale Servizi  
**Peter Hug**, Managing Director, VDMA  
**Giulio Sciortino**, Technician, Istituto Italiano Di  
Tecnologia

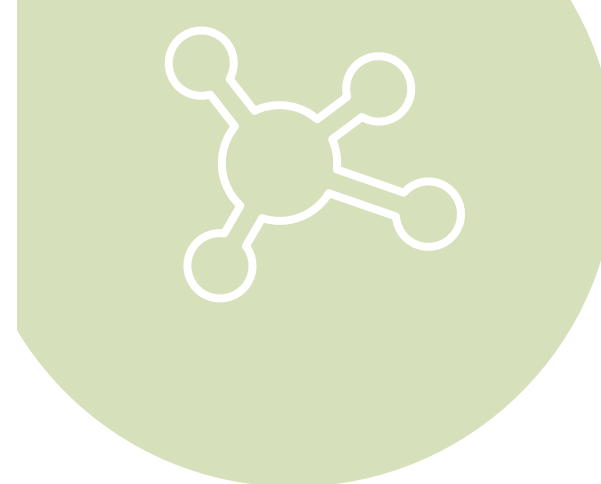
**PARTICIPANTS**  
N° 8 TEAMS  
N° 30 STUDENTS  
N° 7 UNIVERSITIES – Politecnico di Milano,  
Università Cattolica del Sacro Cuore, University of  
Insubria, University of Brescia  
University of Milano-Bicocca, University of Pavia,  
University of Pavia, University of Milan, and  
University of Milano-Bicocca

**16 FACULTIES**  
Automation and control Engineering; Computer  
Science and Engineering; Communication Design;  
Management engineering Economics; Natural,  
Mathematical, and Physical Sciences, Biomedical  
Sciences, Industrial Automation Engineering, Data  
Science; Statistical and Economic Sciences; AI for  
Science and Technology, Artificial Intelligence;  
Physical Sciences, Artificial Intelligence; Artificial  
Intelligence and Mathematics  
**N° 3 MENTORS**

**SPONSORS**  
**1 DIAMOND SPONSORS:**  
HAGLEITNER  
**7 TEAM SPONSORS:**  
Cummins, Facility App, Idrobase, ISC, ISSA EMEA,  
I-Team, and Tender Brain



## ITALIAN TRADE AGENCY EVENTS



madeinitaly.gov.it



B2B MEETINGS WITH BUYERS FROM ALGERIA, EGYPT, GHANA, MOROCCO, NIGERIA, SAUDI ARABIA, SOUTH AFRICA

### 7 COUNTRIES

### 24 DELEGATES

ALGERIA: 2 delegates

EGYPT: 6 delegates

GHANA: 5 delegate

MOROCCO: 6 delegates

NIGERIA: 2 delegates

SAUDI ARABIA: 1 delegate

SOUTH AFRICA: 2 delegates

### STAYING AT ISSA PULIRE 2025:

### 2 DAYS

### 29 ITALIAN EXHIBITORS REQUESTING MEETINGS

### 413 SCHEDULED MEETINGS

### 4 ITALIAN TRADE AGENCY DELEGATIONS

### COORDINATORS

EGYPT: *Riham Abouelmagd* - trade analyst - Cairo

GHANA: *Belinda Mintah* - trade analyst - Accra

MOROCCO: *Jamila El Bartal* - trade analyst - Casablanca

SOUTH AFRICA: *Lindy Nkosi*, trade analyst ICE Office - Johannesburg

### 1 ITALIAN TRADE AGENCY NATIONAL COORDINATORS:

Department of Industrial Technology, Energy and Environment –  
Rome Office

*Anna Pallante* Supervisor Officer

## GOAL

to support the internationalization process of Italian Exhibitors and promote the Made in Italy in the world.

Product of The Year  
ISSA PULIRE 2025



Received Projects **21**  
Applicant Companies **13**



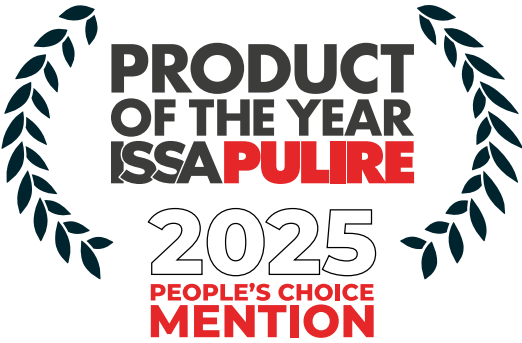
PROJECTS COMPANIES



THE WINNER of the Product of the Year  
**I-Walk by I-Team Global**

THE WINNER of the People's Choice Mention  
**Hy-genio BY Hygenia srl**

THE FINALIST  
**DRYFT** BY DRYFT/MotorScrubber  
**Hy-genio** BY Hygenia srl  
**PS001G Monospazzola 40Vmax**  
By Makita SpA  
**ZACO X1000** by Robovox  
Distributions GmbH

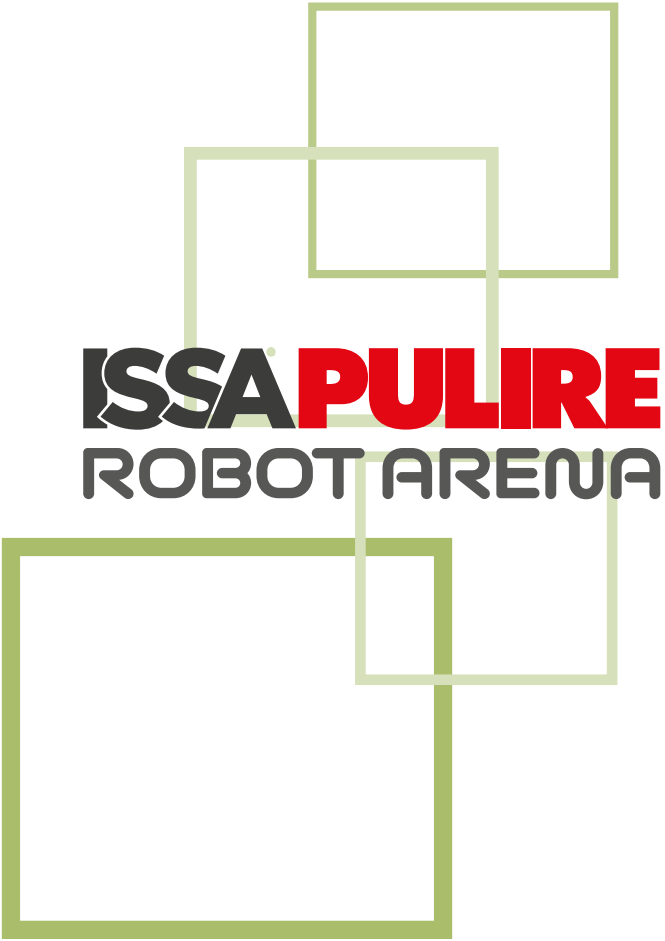


THE JURY



**Adonai Arruda**  
President of FACOP  
**Helge Alt**  
President of Puhaustusekspert  
**Joaquín Montesinos**  
Managing Director, Avanti Blue  
**Toni D'Andrea**  
CEO of ISSA PULIRE NETWORK

Arena  
Robot



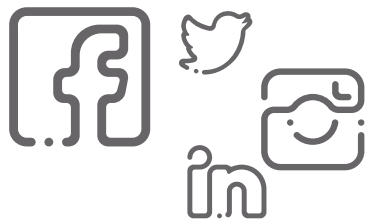
**12:** companies showcased state-of-the-art robots  
**72:** number of demonstrations - 15 min each



# Social Media



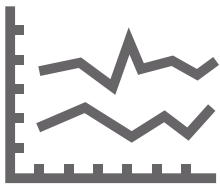
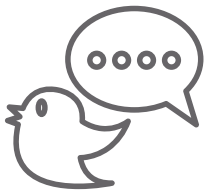
Tot. Engagements **8.322**



Tot. Post **226**

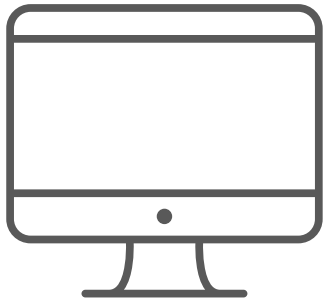
## Social Media REPORT

Engagement  
Rate **2,85%**

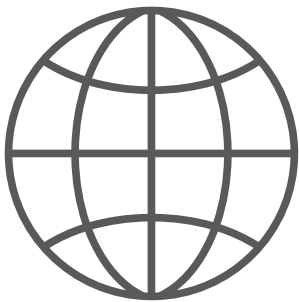


Tot. Impression **1.054.704**

# Digital ADV

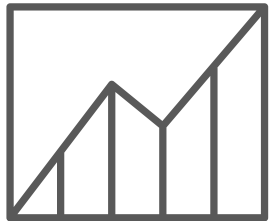


Impression  
**1.683.930**

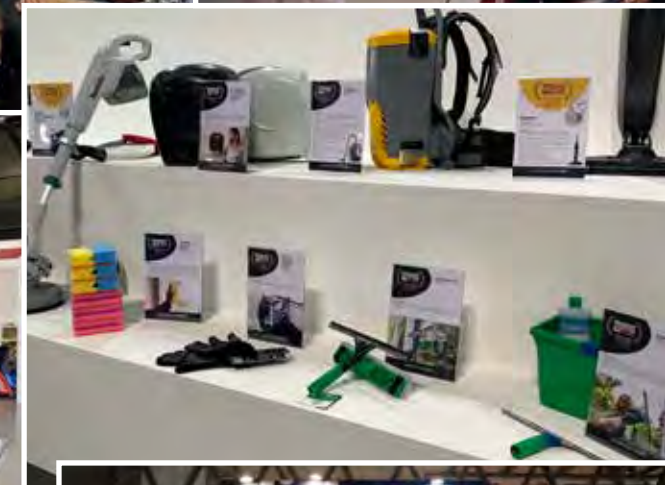


Click **35.511**

## Digital ADV REPORT



CTR% **2,10%**



# Note



A series of 20 horizontal lines for writing, evenly spaced and spanning the width of the page.