



A NEW TALE
STARTS FROM HERE

26TH EDITION

ISSA[®] PULIRE
MILAN 9-11 MAY 2023

Issa Pulire is the tradeshow for the professional cleaning sector that plays host to a complete range of machinery, chemical products, equipment and components for indoor and outdoor spaces.



Exhibi
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ISSA PULIRE

the international show

ISSA PULIRE show has a long history of successful editions that dates back to 1982. Over the years the trade show has evolved to become more and more international, welcoming companies from all over the world.

As of its 25th edition, **ISSA PULIRE** accounts **30% of foreign exhibitors** as well as **30% of foreign visitors** coming from 100 countries.

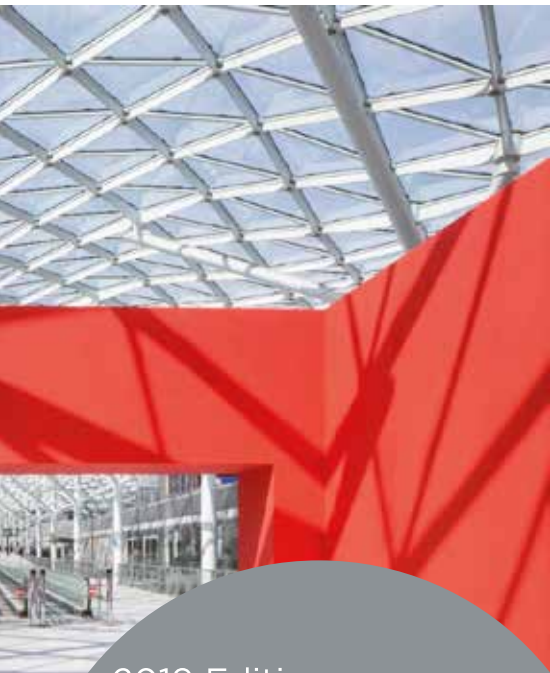
Authorities' Recognition

The status of International trade show is also recognised by important international and national organizations.

From a global perspective, **ISSA PULIRE** has obtained the **UFI Approved International Event** label, which is an international stamp of authority for high quality exhibitions that require regular third party audits of exhibition statistics.

An exhibition identified as an "Approved Exhibition" by UFI, the global association of the world's leading tradeshow organisers and fairground owners, is a proof of high quality. Thus providing exhibitors and visitors alike with the assurance of making a sound business investment.

From a national perspective, the Region of Lombardy has agreed **ISSA PULIRE** the status of international show, which is only granted after accurate check of the exhibition facts & figures and to those event taking place in venues that offer high quality services.



2019 Edition

Tot exhibitors: **312**
29% foreign exhibitors

tors
ers

Total Net
Exhibition Space

16.300 mq

Co-located events

The 26th edition of **ISSA PULIRE** welcomes a brand new area called **Disinfestando Pavilion dedicated to the Pest Management sector.**

The new pavilion is the result of the agreement between the organizer of the trade show and the Italian company Sinergitech, organizer of events and courses for the pest management and pest control sectors. The idea is to have all indoor and outdoor hygiene and cleaning professionals under one roof, thus providing more value to both exhibitors and visitors.

ISSA PULIRE 2023 is also co-located with the trade show **TUTTOFOOD the B2B exhibition for the entire agri-food ecosystem** which is the reference point in the world for producers and distributors of quality products from the entire food and beverage supply chain, who meet during the exhibition buyers such as: distributors, importers, gdo, proximity stores, gourmet stores, food service, Out of Home professionals and chefs. Once again, this is an excellent chance for cleaning industry to broaden their business in the Ho.re.ca sector.

Visitors



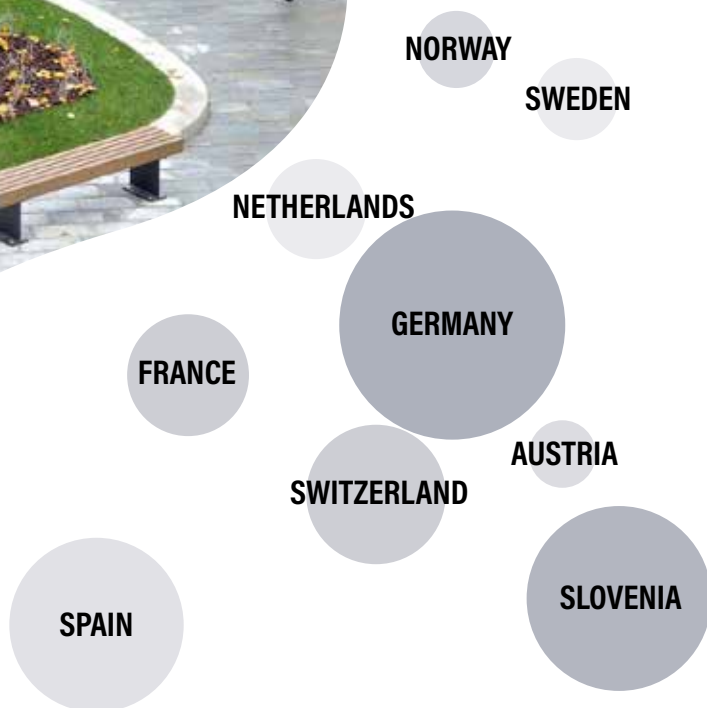
Total Visitors 17108

DOMESTIC 69%

INTERNATIONAL 31%

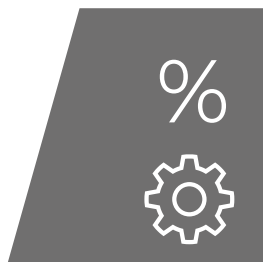


TOP 10 VISITING COUNTRIES

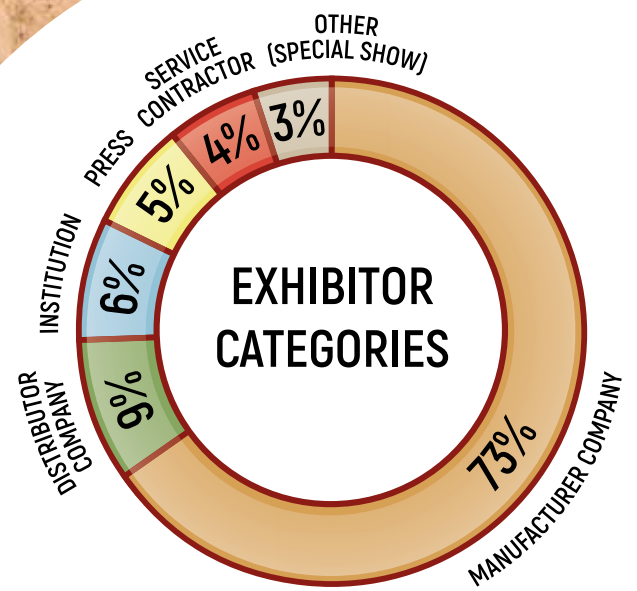


Visitor data **2019** edition
Visitor Profile 70% Decision Maker
Top 3 Company Position

- President / Managing Director / General Director
- Division Director / Sales Marketing Manager
- Owner



- Activity**
- Distributor & Wholesalers **41**
 - Building Service Contractors **30**
 - Manufacturers **19**
 - Associate Manufacturer / Associate Services **7**
 - End Customer **2**
 - Institutions **1**



PRODUCTS CATEGORIES
(REPRESENTED BRANDS EXCLUDED)

Exhibitors data 2019 edition
PRODUCTS CATEGORIES
MANUFACTURER
 (REPRESENTED BRANDS EXCLUDED)

Why Milano?

Milano is well connected to all continents!

Milano is your ideal gateway to Europe with its three international airports (Linate, Malpensa, Orio al Serio), which connect Milan to over 200 destinations around the world with **800 direct flights every day, three major railway stations** (Centrale, Garibaldi, Cadorna), and sits at the intersection of two major highway corridors crisscrossing the EU north-south and east-west, while Paris, Zurich, Frankfurt and Munich all in easy reach by car and fast train.

Milano is the business capital of Italy

At the center of waterways and trade routes since medieval times, Milano has been one of the engines of the European economy since the 1950s, accounting for 10% of the national GDP.

The city is the second in European rankings for having the **fastest growing new firms**. Milano is home to **over 390,000 firms and over 5,000 international companies**, the latter employing over half a million people. It has a large financial industry (11,000 banks and funds: the Italian stock exchange is here) and a blossoming fintech sector (200 startups, out of a city total of 2,500 in all industries).

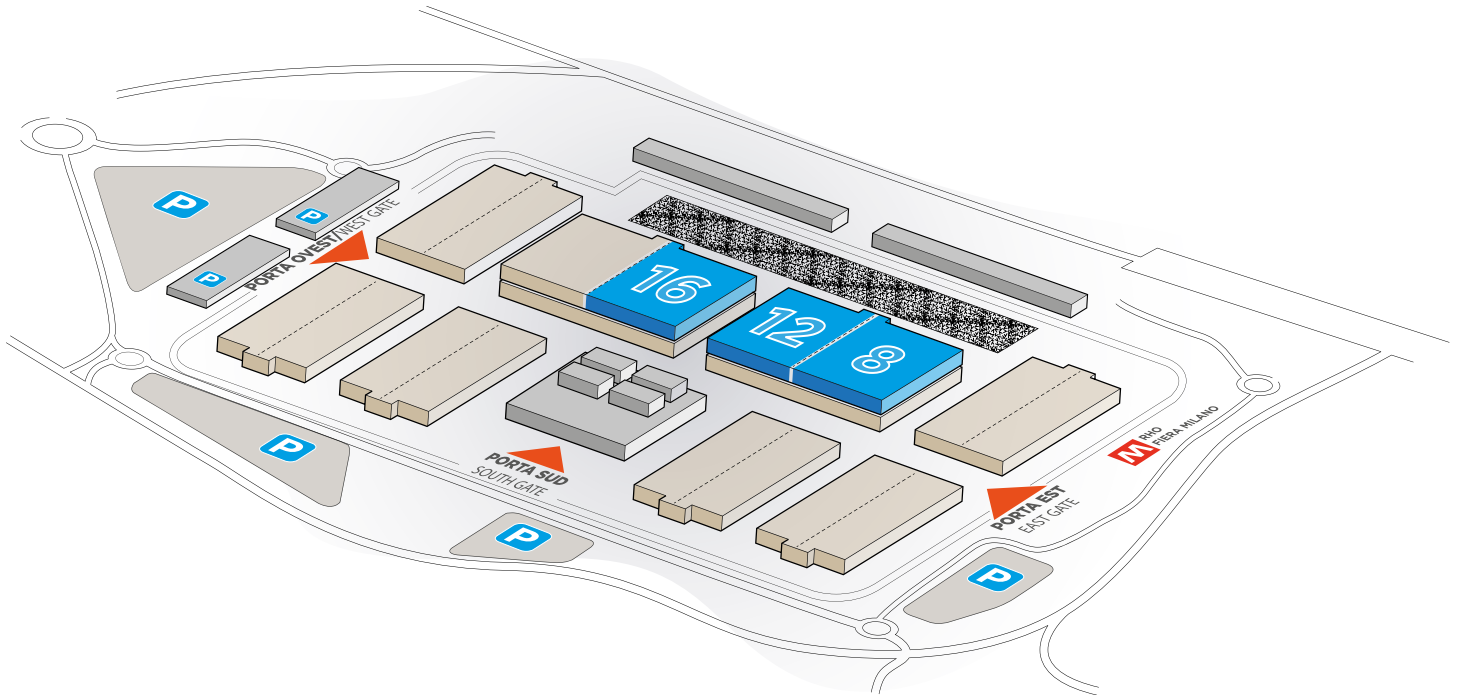
Business, leisure, art... Milano has it all!

Today Milano is a city with style, where business and leisure, sports and culture can be harmonized to form a complete enjoyable experience.

From the Opera at the **La Scala Theatre** to **Da Vinci's Last Supper** painting, from the astonishing architecture of **Duomo cathedral** to the new Olympic Village that will welcome the athletes of **Milano Cortina 2026 Winter Olympics**, Milano has everything to offer: art, food and entertainment to stimulate the senses and the mind thanks to its special mix of innovation, tradition and quality of life.



FIERA MILANO



About Fiera Milano Exhibition Centre

Fiera Milano is equipped to meet the needs of all trade fair, exhibition, conference and event organisers. The modern exhibition centre covers a vast area of **20 large pavilions** located on both sides of a 1-kilometre-long pedestrian street, making it one of the largest exhibitions district in the world.

Fiera Milano also offers a wide range of services such as: a variety of solutions for all stand construction, **over 200 dining options** with a wide variety between self-service, snack bar and catering served to make your stay at the Fair more enjoyable, **assistance for trip and accommodation** to make the fair experience as delightful as possible. .

The venue is strategically located close to the City of Milan with **subway and railway station directly connected to Fiera Milano.**

ORGANIZER:

ISSAPULIRE
NETWORK

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LOCATION:



FIERA MILANO