



2019上海国际清洁技术与设备博览会

EXPO CLEAN FOR COMMERCIAL PROPERTIES AND HOTELS 2019



2019上海国际室内空气净化展览会
EXPO FOR INTERNATIONAL INDOOR AIR PURIFICATION 2019



2019上海国际物业管理产业展览会
EXPO FOR INTERNATIONAL FACILITY MANAGEMENT 2019

展后报告



- ◆ On April 27, 2019, Expo Clean for Commercial Properties and Hotel 2019 (CCE), Expo for International Indoor Air Purification 2019 (CIEQ) and Expo for International Facility Management 2019 (CFME) were successfully concluded at the Shanghai New International Expo Centre.
- ◆ As one of the part of Informa Markets Hotel Plus, 2019 CCE made a splendid appearance in Shanghai New International Exhibition Centre, sharing the cross-industry exhibitor and visitor resources.
- ◆ The Phase II of the 2019 Hotel Exhibition, with an area of 200,000 square meters, attracted an all-time high of 147,166 visitors (including the Shanghai International Trade Fair for Solutions and Trends all about Retail and the Shanghai International Chain Franchise Expo), a year-on-year growth of 6.3%.
- ◆ Among them, the 2019 CCE, CIEQ and CFME received 25,967 visitors from 87 countries and regions, an increase of 22.49% compared with the previous year.



Exhibition area:

32,000 square meters



Attendance

25967



Exhibitors

400



Media and Association

100+

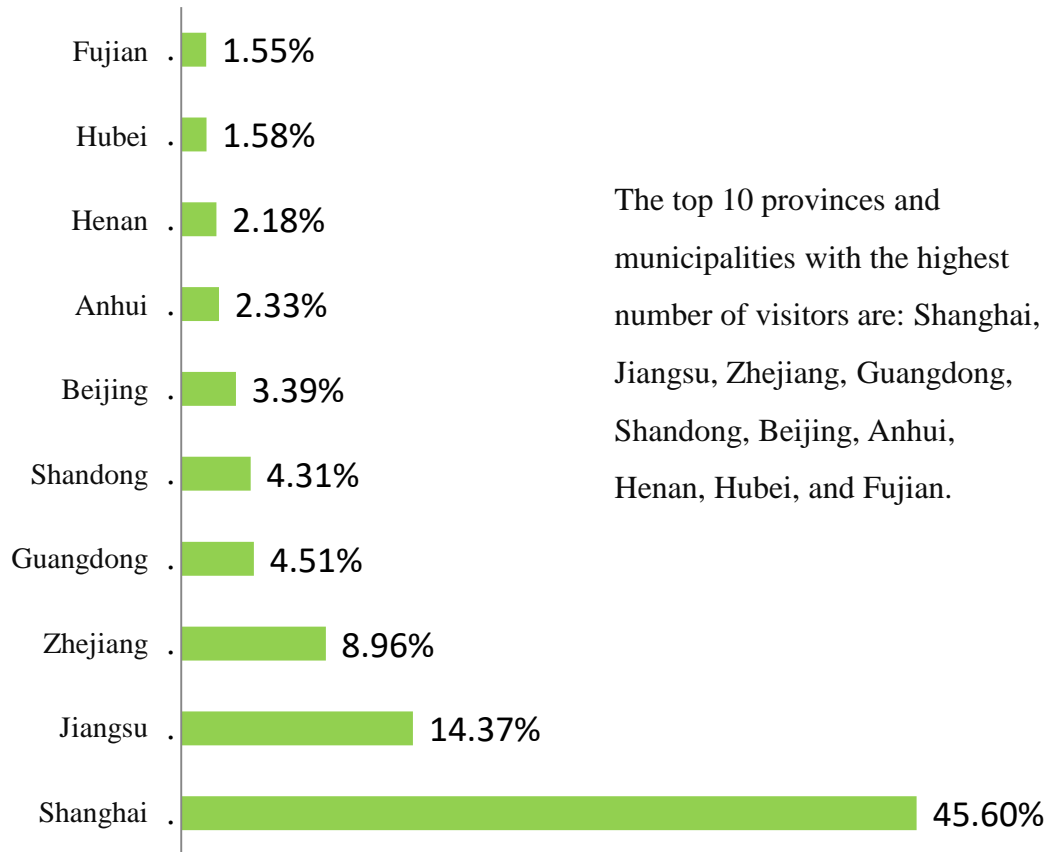


VISITORS

The exhibition attracted a total of 25,967 buyers and visitors from 87 countries and regions, a year-on-year growth of 22.49%. The number of domestic visitors has grown by 58.44% year on year, upto 24,668.

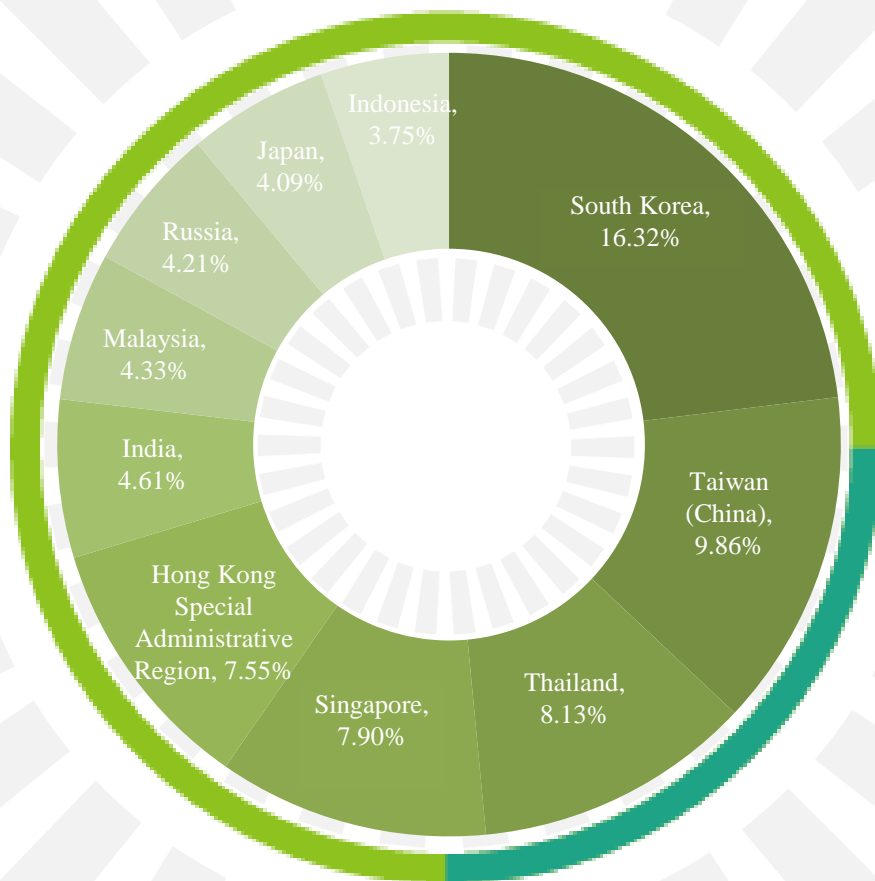
Visitor

Domestic visitor



Visitor

Visitor from other countries and regions



TOP10 of countries and regions are: Korea, Taiwan, Thailand, Singapore, Hong Kong Special Administrative Region, India, Malaysia, Russia, Japan, and Indonesia.

Visitor Visit purpose and visitor nature

Purchasing products and placing orders

19.37%

Seeking new business partners

18.79%

Sourcing for new products,
keeping abreast of the latest market trends

17.93%

Possibility of participating in the
exhibition and assessment

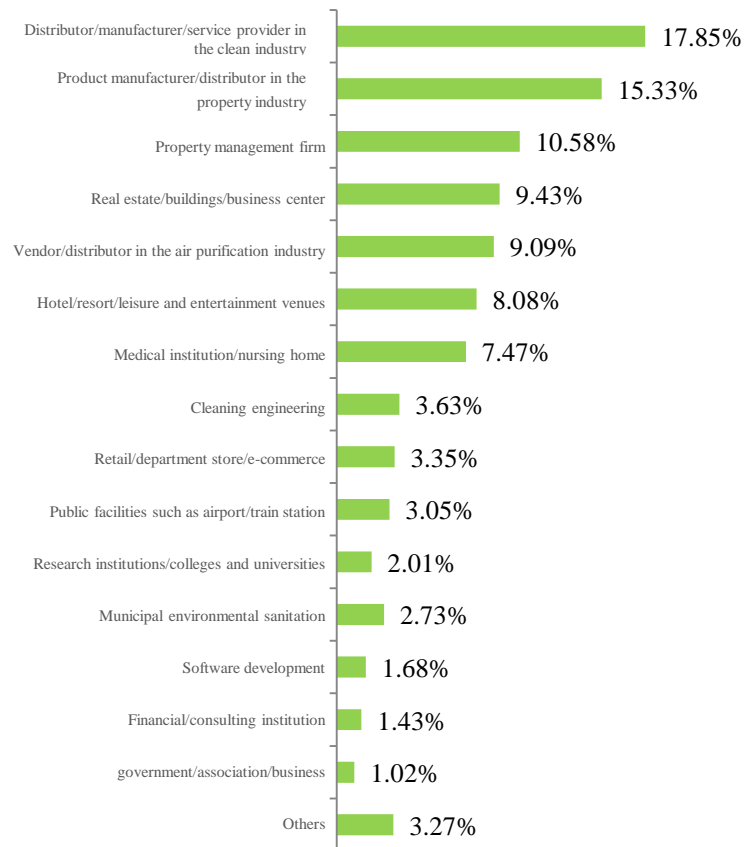
14.38%

Collecting market information

15.15%

Strengthening business partnerships

14.38%



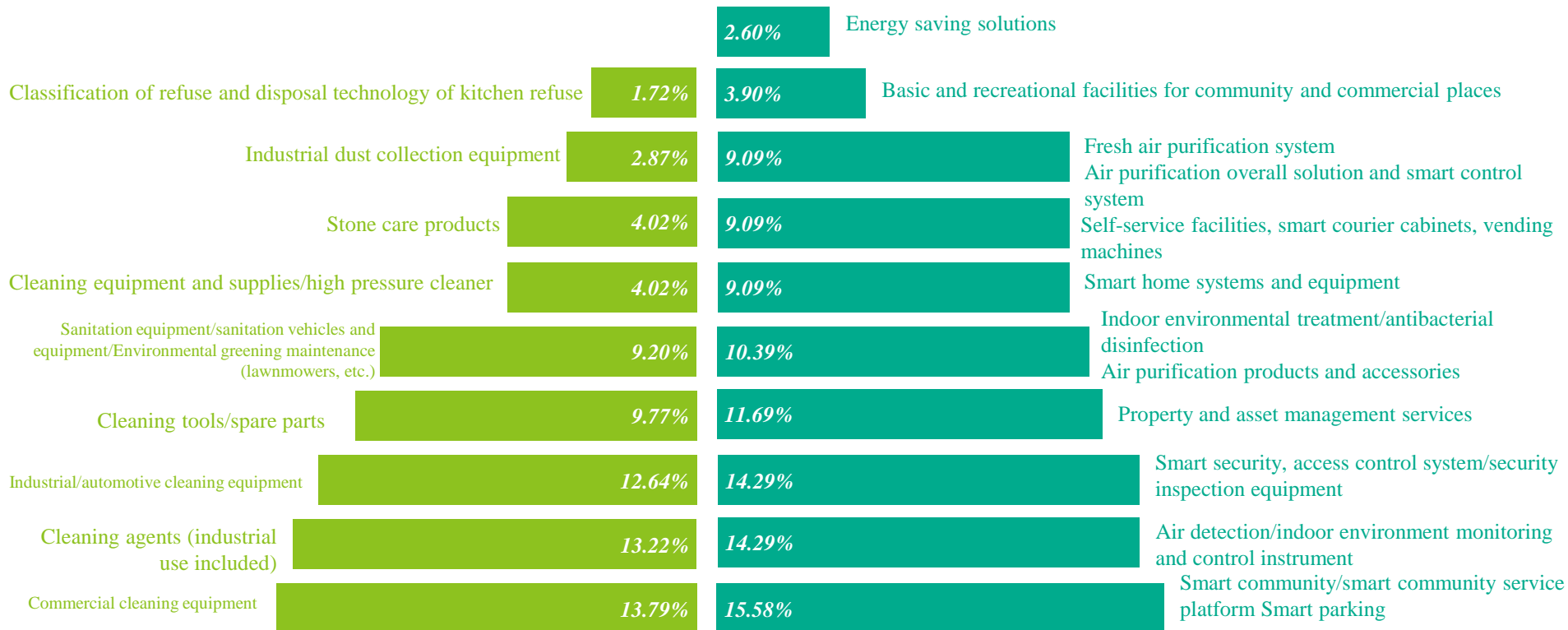
Visitor

Procurement intention



Clean technology and equipment

Air purification and property management



Visitor

Satisfaction degree of visitor



91%

Satisfaction degree of visitor



92%

Possibility



96%

Recommend willingness



3%

Not appearing



EXHIBITORS

CCE 2019 attracts more than 400 exhibitors with a total area of 32,000 square meters. The N1-N3 Pavilion has gathered a large number of world-renowned enterprise brands, attracting new talent from many industries to participate in the exhibition.

Exhibitors profile



Some exhibitors of 2019 CCE
*Listed in no particular order for the above



400+ participating brands

32,000 square meter



5+

Exhibitors

Exhibitor testimonials 2019



Thanks the for the chance provided by CCE organizer, so we can showcase our best products to more people.

-- Xie Hongxiang
Beijing Idriverplus Technology Co., Ltd.
General Manager



The layout and design of the 2019 CCE pavilion gives people a refreshing feeling, I hope it could continue to lead the professional development of the cleaning industry in the future.

-- Yu Yi
General Manager from Hako Cleaning
System (Shanghai) Co., Ltd.



We are satisfied with the cleaning exhibition a lot; strong influence of CCE brings us a lot of domestic and foreign customers and many people consult business with us. We witness the improvement of CCE for these years and thank organizer for providing us with such a great product presentation platform.

-- Liu Guoqiang
Shanghai Jiechi Cleaning Equipment Co., Ltd.
General Manager



The effect of Cleaning Show is very good, and it also gives our start-ups great help. Through the exhibition, we can show our products to cleaning, property companies and overseas customers in a short period of time, thus completing efficient and rapid business development.

-- Dong Yi
Shanghai Yingxing Smart Technology
Chief Technology Officer

CCE is the flagship exhibition of cleaning industry in Asia, during the three exhibition days, exhibitors have launched unique experience and interactive activities to showcase the new trends of cleaning, air purification and property management in the future, and let professional visitor experience the practical application of new technologies and new products from various perspectives.

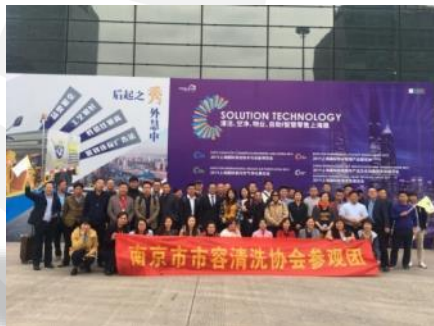


Exhibitors Exhibits characteristics



ASSOCIATION

After 20 years of accumulation and development, CCE has become an annual anticipation event gathering for enterprises and brands in the industry with reference to the number of exhibitors and visitors, exhibits grade and related activities. In addition to the continuous attention of exhibitor and visitor both at home and abroad, the sublime status of CCE in domestic and Asian cleaning industry depends on the support and cooperation of **100+** industry associations as always.



Shanghai City Appearance and Environmental Health Industry
Association -- Construction (Structure) Cleaning Professional Committee

Beijing Clean Service Association

Zhejiang Cleaning Industry Association

Nanjing City Appearance Cleaning Association

Henan Cleaning Industry Association

Shanghai Food Industry Association

Shanghai Drinks Association

Shanghai Stone Industry Association

King Mice Environmental College

Chongqing Cleaning Service Association

Chengdu Housekeeping Industry Association

Anhui Cleaning Industry Association

Ningbo Restaurants Association

Yunnan Cleaning Industry Association

Helongjiang Province Cleaning Industry Association

Yunnan Province Cleaning Industry Association

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*Listed in no particular order for the above



ACTIVITIES

CCE 2019 organizes **100+** events such as forums, competitions and awards ceremonies on site, providing exhibitor with a variety of presentation styles, as well as a spectacular visual feast for visitors, which greatly enriches the visiting experience.

The 10th Golden Diamond Award

The 10th Golden Diamond Award was held at Shanghai Pudong Holiday Inn on April 25, 2019. As a symbol of high standard and quality of cleaning products and brands in Asia. The selection of the Golden Diamond Award is more transparent, and the on-the-spot display link of the enterprise is added. A panel of judges composed of authoritative associations, experts and terminal users at home and abroad evaluates the innovative products participating in the competition, so as to help them stand out on the Asian and even the world stage.



Connected whole industry chain



China (Shanghai) Property, Cleaning Industry Summit Forum 2019



Concentration of building owners, property management enterprises, cleaning services and products



40+ Industry star enterprise representatives and big shots



500+ Professional visitor on-site communication



China (Shanghai) Property, Cleaning Industry Summit Forum 2019

The enterprise representatives and scholar representatives from Cushman & Wakefield, Sichuan Justbon, Colliers International, Shanghai Parking Service Trade Association, Shanghai Lujiazui Real Estate and other enterprises and associations will gather together to discuss the hotspots and pains of the current property management innovation and development and explore the new development trend of the property and cleaning industry in the future.



PROFESSIONAL FORUM

China Cleaning Industry Innovation and Development Forum

Aiming at the hot topic of "New Idea, New Technology and New Trend" in China's cleaning industry, professional cleaning companies from all over the country are invited to deeply discuss the "Three-New" concept of the industry, utilize the platform to integrate resources, advance win-win and set up the industry benchmark.



Forum on Upgrading To Operation and Maintenance and Improving Service Quality of Central Air-conditioning Cleaning Industry

Promote the concept of in-depth service and cleaning industry transformation through forums, exhibitions, conferences, media and other means.

PROFESSIONAL FORUM

Forum on Property Law

The forum aims to broaden the knowledge base, facilitate the exchange of information among scholars from different disciplinary backgrounds and foster interdisciplinary and inter-agency cooperation.



Special Development Forum on Smart Old-age Care

Whether from the perspective of better serving the owners and creating greater market value, or from the social value level of serving the elderly population and building a harmonious society, it is win-win for property enterprises to provide more abundant pension service in home-based-community.

PROFESSIONAL FORUM

The 6th China "Quality Air, Good Future" Theme Forum 2019

The resource professionals in the legal industry will help the industry enterprises to gain more advantages by combining specific legal cases, such as avoidance of legal risks in enterprise management, scientific management of human resources in enterprises, protection of intellectual property rights and so on.



Shanghai International Indoor Air Quality Industry Development Seminar 2019

2019 Shanghai Indoor Air Quality Industry Development Seminar coordinates domestic and foreign air purification associations and research institutes and air purification entrepreneurs to conduct face-to-face standard interpretation, technical product release and discussion, establishes business and trade mechanism of indoor air industry chain, and delivers speeches and discussions on hot indoor environment topics.



2019 China Cleaning Skill Competition --



The 3rd Stone Crystal Surface Polishing Skill Competition of "Extension Foundation Cup"

The 1st High Efficient Crystallization Polishing Skill Competition of Stone Materials of "Crystal Shield Cup"

The 5th Carpet Cleaning Skills Competition of "Laiqin Cup"

The 4th Floor Washing Machine Operating Skills Competition of "Weizhuo Cup"

2019 2nd Yangtze River Delta (Shanghai) Indoor Air Treatment Skills Competition of "Jida Little Swan Cup"





MEDIA

2019 CCE has not only released channels such as Baidu, Toutiao and Tencent, but also cooperated with mainstream media and industry media such as Sina, NetEase, Global Times, Eastday, China News Agency, Future Internet of Things, China Smart Manufacturing Net, Payments.Net, Vending Machine Industry Information and so on, to jointly disseminate the latest information about the exhibition and provide exhibitors with 360 full-scale brand exposure.

Media

Media channel of 2019 CCE



WeChat Official Account



Portal website



Interview with Tencent



Media

2019 CCE Media

Number of media •Large

90+ Plane and network cooperation media, mainstream media scrolling reports, authoritative page scrolling news, and the latest information about the exhibition to provide exhibitors with 360 °all-round brand exposure.

Dissemination •Widespread

Through the promotion by Baidu, Tencent, Toutiao etc., nearly **4,360,709** exposures have been brought and reading quantity has reached nearly a million.

Propaganda effect •Good

Nearly **5,000** visitors have been attracted to pre-register thorough media publicity and various channels.



Domestic medias





OUTLOOK

The 2019 CCE Exhibition has come to an end, and CCE will soon open the nationwide four-place exhibition tour, leading enterprises to penetrate into the local market. Moreover, we will summarize market information, segment target markets and open new sections. Through the industry upstream and downstream, 2020 will start from the cleaning to show the new business model in the future.

OUTLOOK

Four-place tour

(4C) Four-place exhibition tour

2019 CCE will be linked to a series of exhibition such as Expo Clean for Commercial Properties and Hotels (CCE), Expo for International Indoor Air Purification (CIEQ), Expo for International Facility Management (CFME), Hotelex & Hotel Plus Hotel Supplies Series for cross-border exhibitions, bringing enterprises to the local market and leading brands into the city widely.



OUTLOOK

HOTEL PLUS and series exhibition of Shanghai International Hotel Engineering, Design and Commercial Space

As one of the largest hotel products exhibition under Informa Markets, HOTEL PLUS and one of the core exhibitions of Shanghai International Hotel Engineering, Design and Commercial Space Series, CCE will continue to appear at the Shanghai New International Expo Center with Hotel Plus from April 27 to April 29 in 2020.

Three theme pavilions

200,000 square meters for exhibition area

Nearly 3,000 high-quality domestic and foreign manufacturers

170,000 + professional buyer resources

120 + activities, such as Industry forums, conferences, awards, and competitions.

One-stop integrated solution and purchasing platform

2020 Hotel Plus April 27th – 29th , 2020





Expo Clean for Commercial Properties and Hotel (CCE)

Expo for International Indoor Air Purification (CIEQ)

Expo for International Facility Management (CFME)



April 27 - 29, 2020

Shanghai New International Expo Center

Market cooperation:



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