

## EXPO CLEAN & EXPO LAUNDRY 2017: FOCUS ON INDUSTRY. FOCUS ON THE BUSINESS



Indonesia and the neighboring countries of South East Asian region will see the return of EXPO CLEAN & EXPO LAUNDRY for the 4<sup>th</sup> year in 2017. The events, tagged as Indonesia International Cleaning & Laundry Exhibition, are serving the rapidly developing markets of this high growth region and ready for business from 23 to 25 March 2017 at the Jakarta International Expo, Indonesia.

Frost & Sullivan indicated in their report on Facilities Management and Cleaning Services in Indonesia, that cleaning companies are increasing their investment on technology, driven by the fact that janitorial service being the most commonly outsourced operation in facilities maintenance and services is seeing a rising in demand. With the increase of commercial offices, hospitals and hotels, there comes a trend of outsourcing janitorial services to cleaning companies. Maximizing on effective and efficient working value, cleaning companies are turning into technology to support their productivity in reaching compliance to health and sanitation standards.

Growing middle class with extra disposable income and more urban young families in the workforce are two major factors which have accelerated the increase in commercial laundry services. With more money to spend and less time to do laundry, the population turn to either outsourcing their laundry to commercial provider or purchasing laundry machines at home. Another notable pattern which spurs the growth of commercial laundry outlets is the growing awareness of modern laundry care for longer-lasting garments.

More recent trends for both cleaning and laundry sectors are the direction towards green cleaning and laundry practices. Coming together, both cleaning and laundry are sharing importance in the modern day living standard of better hygiene.

Recognizing the significance of both sectors : cleaning and laundry, the organizer of EXPO CLEAN & EXPO LAUNDRY strives to present new focus in every edition to evolve together in the dynamic market trend. The main objective is to be the platform of choice for the industry to connect buyers and sellers, introduce new technology and solutions and open business opportunities among the professionals of the industry.

EXPO CLEAN & EXPO LAUNDRY feature most comprehensive profile of exhibits to address the market needs sharply. In 2017, the theme is Focus on Industry, Focus on the Business, with the objective of focusing on what really matters in both cleaning and laundry sectors.

Delivering the pledge, the Organizer, PT Media Artha Sentosa works with numerous Supporting Organisations to present high-value contents as well as networking opportunity during the 3-day business events through these contents :

- ❖ “City Cleaning Forum” with APEKSI – (Indonesian Municipalities Association)
- ❖ “Clean, Safe and Decent Toilets for Tourism Excellence in Asia” – South East Asia Toilet (SEAT) Conference with ATI – (Indonesian Toilet Association)
- ❖ “Comparative Analysis of Cleaning Service Business in South East Asia” with APKLINDO – (Indonesian Cleaning Service Companies Association)
- ❖ “The Laundrypreneur” with ASLI – (Indonesian Laundry Professionals Association)
- ❖ “Spectrepreneur” with HIPLI – (Society of Indonesia Laundry Entrepreneurs)
- ❖ “Hospital Laundry” with PERSI – (Indonesian Hospitals Association)

Admission is open to all trade professionals by registration only. More information and update can be found on the event website : [www.expo-clean.com](http://www.expo-clean.com)

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