

INTERCLEAN CHINA

**YOUR GATEWAY TO ASIA'S PROFESSIONAL
CLEANING AND HYGIENE MARKET**



18 - 20 OCTOBER 2023

CHONGQING, CHINA

Organised by:

rai
AMSTERDAM

Official media partner:

EUROPEAN
Cleaning
JOURNAL

www.intercleanshow.com/china

Be part of Interclean China

Interclean China is a dedicated trade show where industry professionals come together from all parts of Asia to network, learn about the latest innovative products, and learn from top industry experts on how to manage and grow their businesses in China. Interclean China is part of the renowned Interclean brand, which is known globally for Interclean Amsterdam, the largest and most innovative trade show in the world.



Did you know that exhibiting at a international trade show is one of the most effective ways to enter a new market?

Interclean China allows you to display your products to thousands of cleaning and hygiene professionals at once, grow your business effectively and find new partners in China.

Robert Stelling,
Director Interclean
Global Events



Branding

Create a buzz, showcase your brand and make a lasting impression. Interclean China provides a platform, both online and offline, that will help you launch boost your brand awareness and positively influence your brand image in China.

Leads

3 event days plus year-round opportunities; Interclean China can help you find new leads or set up a distribution network in China.

Relations

Meet with your existing clients face to face and interact with new potential clients at Interclean China. Build your network by providing them with a memorable experience.

Sales

No traffic, no leads!

Boost your sales during Interclean China by meeting the entire Chinese cleaning and hygiene industry under one roof.

Why Interclean China 2023?

- China is re-opening: spectacular economic growth in the past years and the years to come expected.
- The only true cleaning and hygiene B2B show in China, with a focus on international brands, products and innovations. .
- Your trusted partner. The route to market since 1967.

VISITOR FACTS



8,000+
expected
visits



70%
of visitors
are buyers*



30%
of visitors are
C-suite
executives*

* based on Interclean China 2021

EXHIBITOR FACTS



200+
expected
exhibitors

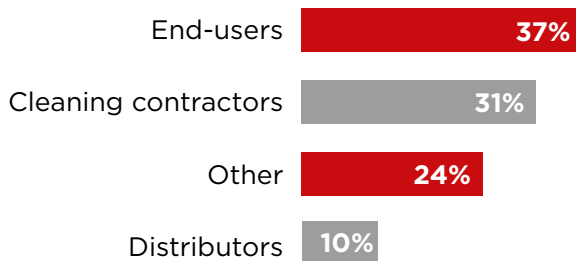


8,000+m²
total
exhibition
space



85%
all major
international
brands
participating

Visitor profile 2021



Leading companies exhibiting in 2021

KÄRCHER



ICE ROBOTICS



i-team



**36.526
bil.**

of commercial
cleaning m²
in China

15%

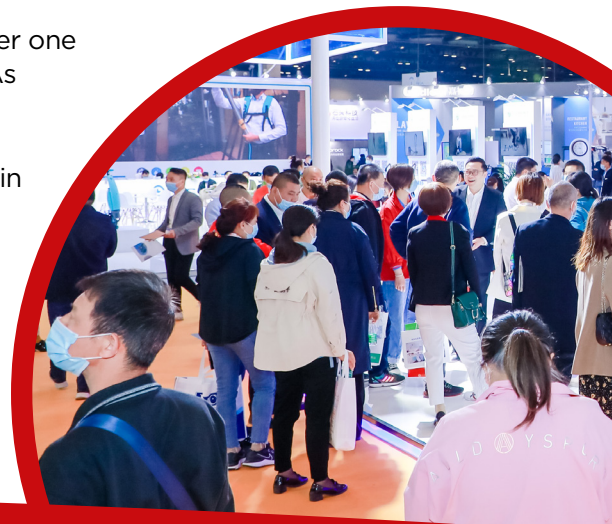
The market
has grown by
15% since 2017

178%

the growth
of Chinese GDP
in the last 10 years

Since many years Interclean in Amsterdam has proven to be the number one recognised networking platform for the worldwide cleaning industry. As representative of the European Cleaning Machinery Industry EUnited is happy to see that Interclean has successfully started the most professionally organized cleaning industry event in the sector in China in 2021. We received a very positive feedback from our members. We are confident that post-Corona, Interclean China will become the number one exhibition for the Chinese Cleaning Industry, focussing on innovation and the latest market trends. An exciting opportunity for our member companies!

Peter Hug, Managing Director EUnited Cleaning



Learn more about Interclean China: www.intercleanshow.com/china



PARTICIPATION POSSIBILITIES

Exhibit at Interclean China

International Hub

- Ready to use packages of 12, 15, 18 and 24 m²
- Shell scheme included
- Use of the networking lounge (coffee/tea) and meeting room in Hub
- Possibility to use pool of translators

International area

- Space only; starting from 25 m²
- Possibility to use International Hub.

Explore China tour

- A very efficient and low-risk opportunity to explore the Chinese market
- A 5 day tour offers you a combination of exhibition visit, introduction meetings with (possible) business partners, excursion to end-users and touristic sightseeing.
- € 2500 excl VAT, based on participation by at least 10 people
- Including program as described, excluding flights, individual travel costs and expenses, visa costs.
- Deadline 15 August 2023.

For more information contact our sales consultants.

All prices excluding VAT.

International Hub	Package price
12m ²	€4500
15m ²	€5300
18m ²	€6000
24m ²	€7550

International Area	Price
Standard location	€188 per m ²
Premium location	€215 per m ²
Registration fee	€495
Corner surcharge	€140 per stand
Front surcharge	€270 per stand
Island surcharge	€400 per stand
International Hub fee	€950 (optional)

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