

Unlocking China:
**An Insightful Guide for Professional
Cleaning & Hygiene Businesses**

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Table of Contents

Introduction: Focusing on the bright future of cleaning tech in China	3
Why target the cleaning tech market in China?	3
Globally Connected	3
Innovation Nation	4
Harnessing Potential	4
All you need to know about the Chinese cleaning industry	4
Navigating the Chinese market:	5
IP risks and best practice	5
What you need to know about Chinese culture and communication	6
Business marketing best practice for the Chinese market	6
Top cleaning trends: A fresh look at innovations and breakthroughs	7
AI	7
Sustainability	8
China's focus on cleaning products	8
Healthcare cleaning gets priority	8
Environmental cleaning and sanitation	9
A bright future for China's commercial cleaning market	9
Interclean: The perfect opportunity to connect, engage, and grow	10
Celebrating Interclean's refreshed brand identity	10
Highlighting our renewed commitments	10
Securing our valued facilitator role	11
Creating a global community	11
Interclean Shanghai: Part of a growing Interclean family	12
Spotlight on Shanghai: A thriving innovation hub	12
Be part of the future of cleaning technology	13

Introduction: Focusing on the bright future of cleaning tech in China

Why target the cleaning tech market in China?

In recent years China has rapidly developed its cleaning industry technology to become one of the world's most significant and relevant global cleaning industry markets.

China will be the world's largest economy in 2024, which can be partially attributed to increased disposable income and urbanisation. Cleaning services, whether domestic or commercial, are now regarded as fully fledged sectors.

So, what are the specific factors have made the Chinese cleaning industry so attractive to investors looking to be at the forefront of exciting advances in the international cleaning sector?

Quite simply, China's cleaning industry has the greatest potential for international growth. It is also the biggest innovator in technology and sustainability. These exciting trends are currently being recognised throughout the international cleaning community.

Globally connected

China has always been a global player, recognised as an exciting, vibrant and dynamic market for the world's most influential and ground-breaking products.

Tea, silk, and paper are just a few of its groundbreaking inventions that became international exports that went onto change the course of history and the world.

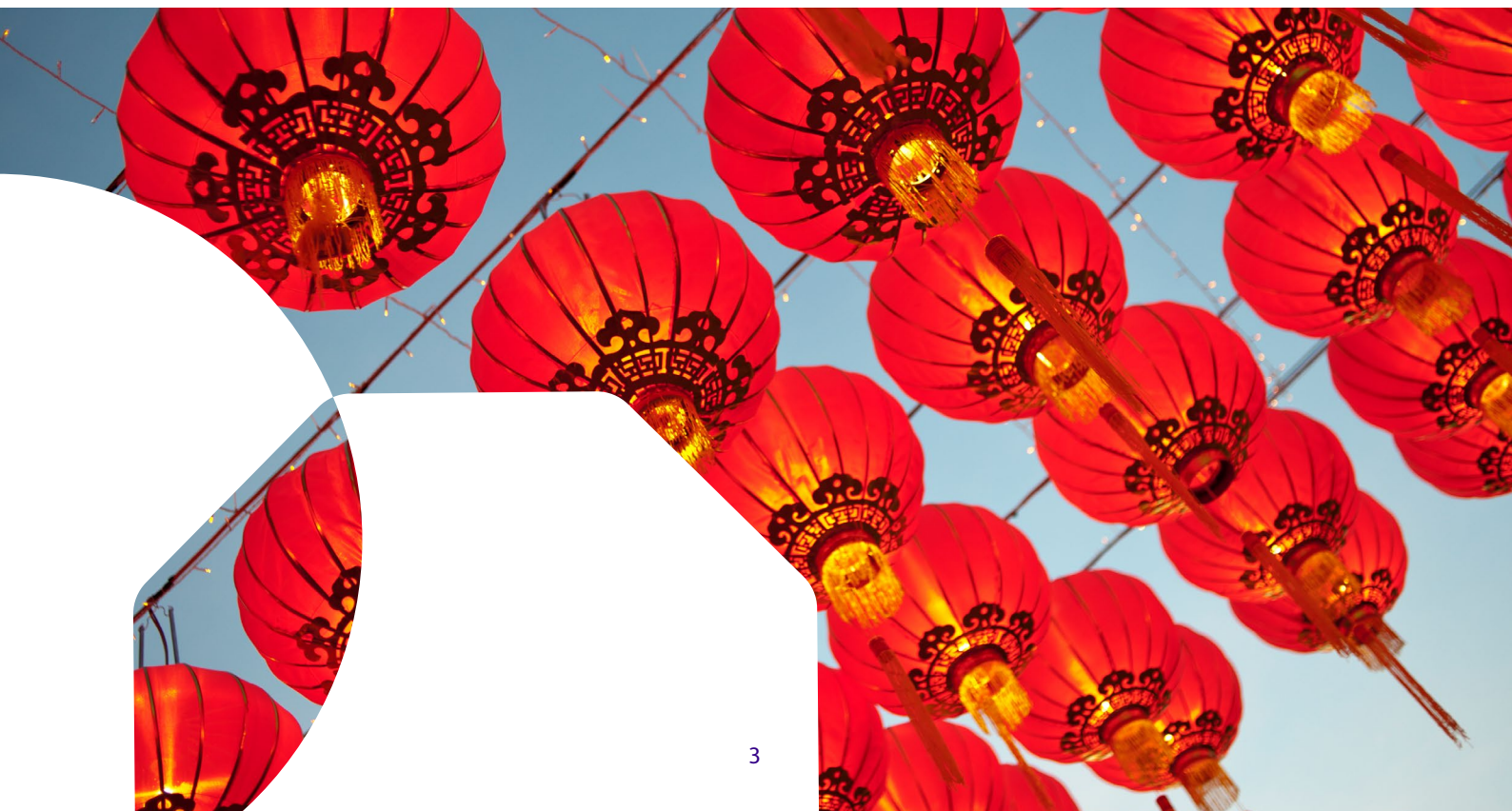
Therefore, China is the ideal place for global companies to research and launch new products. As it is an important source of low-cost, agile and competitive manufacturing solutions.

As we move further into the 21st century, quality products and state-of-the-art innovations are now China's focus, as it innovates and moves away from copy-cat and low-quality products towards world-leading technological inventions.

Innovation nation

In recent times the Chinese professional cleaning and hygiene realm has seen an explosion of cutting-edge innovations and solutions.

This is a testament to the nation's innovative spirit and commitment to improving quality of life. With a focus on technological advancements and sustainable practices, Chinese companies are



making significant strides in developing innovative cleaning products and services.

This is contributing significantly to the nation's reputation as an innovation hub by aiding Chinese companies to demonstrate their ability to compete on a global scale and attract foreign investment.

Later in this comprehensive guide we'll explain what is fuelling these innovations and explore the trends and developments that are advancing the industry – and how the rest of the world's cleaning innovators can learn from this new and optimistic growth.

These insights will enable you to discover the opportunities that the Chinese professional cleaning and hygiene market can offer to expand your own business.

Harnessing potential

China's emergence as a reliable and globally respected innovator is set to transform it into a global research and development hub for scientific sectors like the cleaning and hygiene industry.

It offers low-cost manufacturing of products and has a close proximity to large and essentially untapped

markets, including its own, enabling the growth and rapid deployment of a large range of products for the cleaning industry and beyond.

All you need to know about the Chinese cleaning industry

In this guide we'll explain why your business simply cannot afford to miss the chance to explore the full potential of China's rapidly growing professional cleaning and hygiene market.

China is fast becoming one of the most important markets for cleaning products, equipment, resources and services and is predicted to be world-leading in the coming years. As a cleaning industry professional, you need to be part of this wave.

The Chinese cleaning market has burgeoned because of the growth and investment in infrastructure in China that has meant the general living standard is rising. This has increased demand for professional cleaning, disinfection and hygiene products and services.

Discover a unique perspective on what is driving the recent advances in the Chinese cleaning and hygiene industry.

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Navigating the Chinese market

IPR Risks and Best Practice

In the past, China has not enjoyed a particularly positive reputation for protecting intellectual property. Counterfeiting and copyright infringements were common, and this has led to longstanding concerns and hesitation from foreign companies entering the Chinese market.

However, over the last decade China has increasingly emphasised a national commitment towards improving their global reputation and attracting more foreign businesses by strengthening their IP system and laws.

In 2023, the China National Intellectual Property Administration (CNIPA) drafted amendments to China's trademark law to tackle "bad faith" trademark filings, trademark squatting, and hoarding by third parties which have often impeded upon the market entry process of foreign companies.

Additionally, the Chinese government developed the "IP in China 2025" strategy to transform China from a "copycat" industry to an innovative OEM program and ultimately become a leader in innovation at an international level.

China has also released an ambitious 15-year plan (2021-2035) for the development of intellectual property rights (IPR) with an aim to rank China's IPR competitiveness among the top in the world by 2035. Formulated by the Central Committee of the Communist Party of China and the State Council, this plan demands stricter IPR protection, greater market value of IPR by 2025, and a high level of public satisfaction.

The guidelines map out a number of key tasks including building an IPR protection system that supports a world-class business environment, building a public IPR service system that is beneficial and convenient for the public, establishing an IPR market operation mechanism that encourages and promotes innovation and stepping up participation in global IPR governance (China issues guideline for IPR development (www.gov.cn)).

While there are many positive developments, it is nonetheless imperative to take care in ensuring your intellectual property is protected in China. Here are some points to consider:

- First-to-file rule means that you should look to register as soon as possible to avoid complications and expenses associated with buying back rights from trademark squatters and hoarders
- Trademarks and patents are granted by CNIPA. They identify three types of patents including: invention patents, utility model patents, and design patents. With differing registration



processes, get familiar with the types and consider what is most suitable.

- Setting up an internal protection system including seeking legal advice on employee and business partner contracts, monitoring employee access rights, and tracking IP infringements online and at trade shows can help improve the safeguarding of trade secrets and identify infringements early so legal action can be taken swiftly.
- Liaising with a Chinese legal team that specialises in intellectual property law can help you navigate local IP registration and enforcement processes with more confidence.

What you need to know about Chinese culture and communication

When networking at Interclean Shanghai, there are a few things that will be useful to know in order to best connect with the exhibitors. Chinese consumers value authenticity and personalized experiences, so tailoring your approach accordingly is essential.

Patience is key when doing business in China. Politeness and sincerity are highly valued in Chinese culture, and they expect international suppliers and stakeholders to be considerate too.

While Western business meetings often jump straight into discussions about product and price, Chinese

culture values respect and indirect communication. Expect initial conversations to focus on building rapport through less formal topics.

Interclean Shanghai is a great springboard, but remember, it's all about networking and building up trustworthy relationships. Adapting your brand ethos and approach to resonate with Chinese audiences is vital.

Business marketing best practice for the Chinese market

In order to make the most of opportunities whilst at Interclean Shanghai, we suggest considering the following things when talking about your brand:

- Events like Interclean Shanghai offer valuable networks and services for international suppliers, utilise their expertise to navigate the market.
- Ensure your products meet the necessary quality and safety standards required in China.
- Chinese consumers rely heavily on online platforms for product research and purchasing decisions. Utilise digital marketing strategies to raise brand awareness and engage with potential customers.

- Tailor your marketing and communication strategies to resonate with the Chinese audience. This includes translating marketing materials and understanding the cultural nuances to effectively communicate the value of your products and services.

Top cleaning trends: A fresh look at innovations and breakthroughs

There is huge potential in the emerging trends on the Chinese commercial cleaning landscape that are set to have ripple effects on the global market.

In this section, we will share insights about the increase in AI technologies in cleaning, demands for high-quality branding and products, as well as the progress in green cleaning in the adoption of sustainable practices, materials, and equipment.

We'll also offer a brief overview of healthcare cleaning and environmental sanitation in China – two areas experiencing a surge in due diligence because of rapid urbanisation and the lasting effects of the pandemic.



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AI

The Asia Pacific region, of which China is the largest country, is currently the fastest-growing artificial intelligence (AI) market in the world. In 2023 alone APAC's investments in new technologies, including AI, have accounted for around 40% of its total information communication technology investment (mordorintelligence.com).

Projects such as “Made in China 2025”, “Action Outline for Promoting the Development of Big Data,” and “Next Generation Artificial Intelligence Development Plan” represent ambitious campaigns to invest in and promote smart technology. With the implementation of far-reaching initiatives such as these, China aims to become the global leader in AI by 2030. By then, growth in the core AI industry is expected to more than double again and be valued at 1 trillion yuan.

China have been key innovators in applying AI to cleaning services. Notably, there has been rapid developments in the production of driverless AI street sweepers that can differentiate between different types of waste and separate it accordingly. Such innovative technology can replace the equivalent of 8-10 human cleaning operatives.

China is aiming at introducing a large-scale roll-out of cleaning service equipment led by artificial intelligence technology, or related tools and management methods containing AI technology, over the next few years.

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Sustainability

The sustainable cleaning industry in China is experiencing significant growth, driven by

heightened consumer awareness and a demand for environmentally friendly products.

The industry is focusing on developing biodegradable cleaning agents, using recycled materials for tools and packaging, and adopting more energy-efficient equipment.

These innovations are part of a broader trend towards sustainability and ethical practices in the cleaning sector across the world. However, China is leading the way on some of these innovations and is listening to increasing consumer demand for more sustainable solutions.

China's focus on cleaning products

Cleaning products are big business in China. The country is home to some of the world's largest manufacturers and suppliers of cleaning products including cleaning agents, detergents, and soaps.

There is increased demand for household cleaning and hygiene products such as disinfectants, hand sanitisers, surface cleaning solutions, bathroom cleaners, washing powders and floor and toilet cleaners.

This growth is being driven by the country's rapidly urbanising population, increased hygiene awareness (especially after COVID-19), higher disposable

People are becoming more attuned to fundamental hygiene as a result of the rise in infectious diseases such as COVID-19.

incomes, and increased consumer awareness of natural eco-friendly products.

When it comes to household cleaning chemicals there are also growing expectations within the Chinese population for increased quality and high-end branding.

The eco cleaning products market is also expected to grow due to the predicted decline in the use of abrasive chemicals that are both harmful for consumers and the environment.

People are becoming more attuned to fundamental hygiene as a result of the rise in infectious diseases such as COVID-19.

Healthcare cleaning gets priority

China's healthcare cleaning sector has seen significant advancements, partly accelerated in response to the COVID-19 Pandemic.

The pandemic encouraged the development and deployment of advanced cleaning technologies, such as ultraviolet (UV) disinfection robots. These robots are used to improve cleaning efficiency and reduce the risk of infections in hospitals.

Overall, there is a growing awareness of the vital importance of cleaning and hygiene in healthcare settings. This has led to increased Chinese investments in cleaning infrastructure and innovative solutions to ensure high standards of cleanliness, such as revolutionary UV disinfection robots.

China has also pioneered AI temperature testing, creating a tool that can identify people with fevers in high density public areas such as airports and



subways. Effective cleaning practices and proper disinfecting products are directly responsible for reduced rates of healthcare-acquired infections in the country.

The Chinese government acknowledges the challenges in the country's over-burdened healthcare system and has placed public health at the core of the country's policy-making agenda. The national goal of "Healthy China 2030" focuses on disease and infection prevention and a comprehensive overhaul of the health care system.

Environmental cleaning and sanitation

China is the largest market for professional cleaning in the world. To give an example of how fast the industry is growing, in 2017 the municipal sweeping and cleaning market increased 586% and it reached 9.84 billion yuan in 2020.

Rapid urbanisation is likely to have a trickle-down effect on the professional cleaning industry, which includes growth in post-construction cleaning, such as debris removal and waste disposal. Other factors responsible for boosting the demand for janitorial services in China include the rising trend of co-working spaces, increase in the number of start-ups, and the growing investment in global companies.

Additionally, urbanisation has also led to increased demand for sanitation vehicles and equipment to

effectively manage the waste disposal and urban cleaning needs of China's growing cities.

Alongside the rise of AI technology and sustainability-focused design, it is expected that eco-conscious self-driving technologies and remote monitoring systems to improve efficiency and safety will be paramount in the development of environmental sanitation cleaning equipment (China Industry Research Network, www.cir.cn).

A bright future for China's commercial cleaning market

The biggest market for commercial cleaning in the Asia Pacific region is China. Since 2013, the cleaning industry has been developing as a sunrise industry in China. The Asia Pacific regional market for cleaning services is expected to experience the fastest growth between 2021 and 2026.

Not only do things look rosy for the future in terms of China's professional cleaning industry's growing output, but the status of the profession has also improved.

This translates into a consistent demand for various commercial cleaning services among commercial consumers such as retail sectors, public institutions, hospitals, event organisers, the hospitality sector, and stadiums.

The industry's total revenue has grown at double digits. According to a review and market prospect forecast report of China's cleaning service industry (2020-2026) by the national Ministry of Information Industry, China has a potential of 300 billion yuan in professional cleaning market demand every year.

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Interclean: The perfect opportunity to connect, engage, and grow

Celebrating Interclean's refreshed brand identity

At Interclean in Amsterdam earlier this year, we unveiled a brand-new identity to take us into 2024 and beyond. This dynamic new chapter marks an exciting milestone in our continuing journey.

The goal of Interclean is to be independent, reliable and forward-thinking. With our recent rebrand,

we wanted to focus on engaging the international community and growing as a global platform.

This refreshed brand identity propels our vision, encompassing an eye-catching new look and feel, featuring a refreshed colour scheme and modern logo, that will help future-proof our brand. The revamped logo, which is a blend of a circle and an octagon, symbolises our strength and reach, while not forgetting Interclean's extraordinary legacy of credibility and expertise.

We feel that the new brand style represents Interclean's core values: independence, authority and community. It honours Interclean's reputation as a trusted knowledge partner with an almost 70-year-old heritage, while also celebrating a renewed energy and enthusiasm.

After a successful show in Amsterdam, we will now take our refreshed identity to China where we hope to connect with even more customers at Interclean Shanghai 2024!

Highlighting our renewed commitments

As a trailblazing beacon in the cleaning industry, the Interclean brand represents innovation, connection and a deep dedication to the sector's growth.

All of these core purposes fit harmoniously with Chinese values, making our synchronicity with China's business community and cleaning tech businesses even more aligned.

This brand-new look and feel are just the start for Interclean! Since our inception in 1967 we've always been passionate about being forward thinking and building strategic partnerships.

Interclean is no longer 'just' a trade show, but an internationally respected hub and global platform for businesses, industry experts and thought leaders to engage in an immersive experience as they can discover the future of professional cleaning and hygiene.

We wanted our brand to reflect this growth and our commitment to enabling the cleaning and hygiene industry to thrive into the future and bring exciting cleaning innovation to everyone.

By 2028, Interclean aims to be the trailblazing global platform shaping the future of the cleaning industry by connecting people and facilitating innovations; whilst remaining independent, reliable and forward-thinking.

Securing our valued facilitator role

As facilitators, our goal at Interclean has always been to create an inspirational environment (both online and in-person) where industry professionals feel encouraged to innovate, share, and network.

Interclean stands as a trusted knowledge partner delivering the latest trends and insights while also acting as a platform through which the global cleaning industry community can connect with each other.

We are committed to pushing the boundaries and adding value to the cleaning and hygiene industry by curating high quality content, listening to customer needs and facilitating the connection of people, innovations and knowledge.

Interclean Shanghai 2024 is the perfect opportunity to cement and grow our role as a facilitator of the cleaning industry by providing market-tailored news, events, and opportunities for our audiences around the world.

Creating a global community

An example of how Interclean unites the entire cleaning industry is the success of the recent Global

Association Meeting, a gathering of more than 50 international cleaning and hygiene associations from across the world, held during Interclean Amsterdam 2024.

This event highlighted Interclean's commitment to empowering collaboration and exchanging best practices, elevating the cleaning fraternity to new levels of excellence across the world.

Interclean Shanghai 2024 will provide further opportunity for collaboration between nations and is the perfect opportunity to create new connections, foster cultural understanding and share knowledge.

This sharing of leading industry expertise will improve the future of cleaning and hygiene technology, creating a more sustainable cleaning industry that benefits all of humankind and the planet.



Interclean Shanghai: Part of a growing Interclean family

Our RAI China office in Shanghai is thrilled to partner with Interclean Amsterdam to showcase the wealth of experience, expertise, connections, and partnerships we have established over the years, since Interclean was first founded in 1967.

This December you can join thousands of professionals at Interclean Shanghai 2024, the only dedicated professional cleaning and hygiene trade show in China.

Interclean is proud to be at the forefront of harnessing the extraordinary potential of the cleaning innovations at Interclean Shanghai, the leading international cleaning trade exhibition in the country that showcases the latest trends in the Chinese professional cleaning and hygiene sector.

The exciting event will give you the opportunity to network, gain insight and learn about the latest innovative cleaning products from top industry experts and professionals from across China and beyond, when you visit the exhibition stands at this year's Interclean Shanghai trade show.

Since the inaugural Chinese Interclean event in 2021, the country's important position as one of the major players in the global cleaning industry arena has become increasingly clear.

This product innovation is reflected in the exhibitors at Interclean Shanghai, who present quality cleaning and hygiene products in high-tech booths that compete with, or even surpass, the products of traditional cleaning industry players from other parts of the world.

This potential for unlimited product innovation and the sharing of ideas fits with Interclean's goal to shape the future of the cleaning industry by connecting people and facilitating innovations.

This year's Interclean event held in the ever-growing city of Shanghai will cement this burgeoning and exciting growth in cleaning tech even further.

Spotlight on Shanghai: A thriving innovation hub

The location of Interclean's next show in Shanghai means it is located in one of the oldest yet fastest growing major regions in the country. This mega city has seen significant growth and attracts visitors from all over the world.

Shanghai is quite simply extraordinary and is the largest city in the world by population, with approximately 23.5 million residents. The city's population has nearly doubled since 1987.

This vast population has meant that the city has experienced huge economic growth. In 2023 its GDP exceeded \$657 billion, and its economy continues to expand, driven by new growth engines and industrial advancements.

Shanghai has seen huge infrastructure development, including the construction of the now tallest building in the world – the Shanghai Tower. The city is also a global trade hub and is home to the busiest container port in the world.

28.7% of the world's manufacturing happens in China and Shanghai is its biggest hub. Shanghai's manufacturing success will see 70 smart factories built, fuelling the digital transformation of the manufacturing sector.

With this powerhouse background it is no wonder that Shanghai is a thriving innovation hub. High-level scientific and technological innovation platforms, along with new R&D institutions, are rapidly emerging in the country.

China is at the forefront of rapid advances in the fields of innovation, technology, and sustainability.

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Be part of the future of cleaning technology

Interclean Shanghai 2024 will take place from 11 to 13 December 2024 at the Shanghai New International Expo Centre. Here you will find top level representatives from all the major Chinese cleaning manufacturers, distributors, contractors, decision-makers and innovators.

You will discover just why China is now seen as one of the world's major players in the world of commercial cleaning and hygiene.

See the entire Chinese cleaning market represented under one roof.

At Interclean Shanghai 2024 you will have the unique opportunity to:

- Attain a global overview of the industry: gain knowledge of a variety of cleaning and hygiene fields. Take part in inspiring presentations, workshops and events delivered by some of the industry's top companies.

- Discover innovative products, solutions, and providers: see the latest developments in cleaning solutions, services and products from China and connect with suppliers to help manage and grow your business. Interclean Shanghai can help you find exciting new business opportunities!
- Network and connect with global players, leaders, and industry experts: attend offline roadshows with industry thought leaders, cleaning technology experts, suppliers, users, property/ facility management representatives, R&D managers, product specialists and service operators. Find out what China has to offer for your business, from new export options to exciting products to re-sell.

Find all of this under one roof at Interclean Shanghai 2024, there is simply no better place to learn, network and do business in the cleaning industry!

Interclean Shanghai is the perfect opportunity for you to achieve your growth goals and cement your place in the cleaning industry of the future.

Have we sparked your interest? Great!

You can now:

1. Register as a visitor [here](#)
2. Participate as an exhibitor [here](#)

We look forward to welcoming you to Interclean Shanghai 2024!





intercleanshow.com/china

