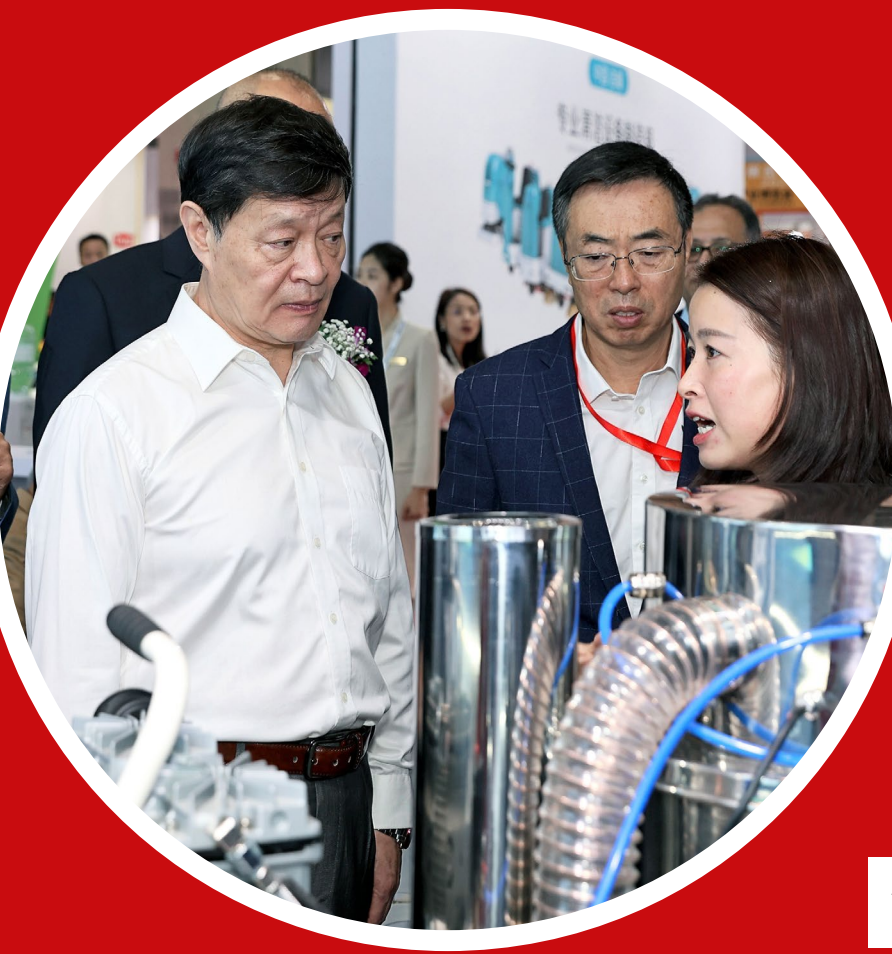




**CHINA'S PREMIER INTERNATIONAL PROFESSIONAL
CLEANING & HYGIENE TRADE SHOW**



11-13 DECEMBER 2024

**SHANGHAI NEW INTERNATIONAL
EXPO CENTER (SNIEC)**

SHANGHAI, 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 2024?

- The only dedicated 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.
- Combination of international and local expertise and support

VISITOR FACTS



8,000+
expected
visitors



70%
of visitors
are buyers*



30%
of visitors are
C-suite
executives*

* based on Interclean China 2023

EXHIBITOR FACTS



200+
expected
exhibitors



6,500+m²
total
exhibition
space



85%
all major
international
brands
participating

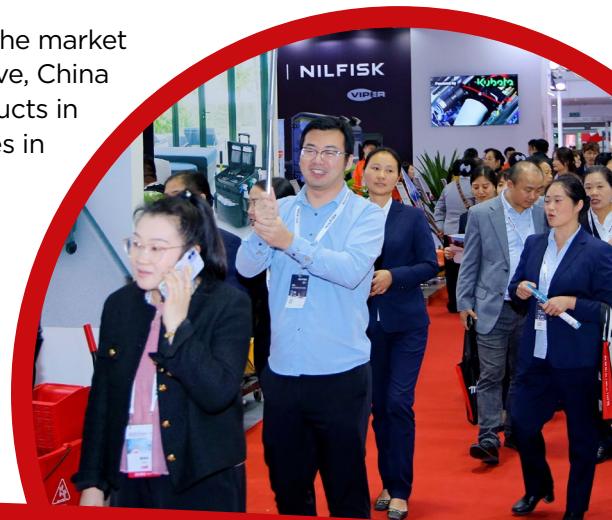
A glimpse of 2023 exhibiting brands:



部分参展·排名不分先后

China has become more than a relevant market for our industry - it is the market with the one of the greatest growth potential. From a global perspective, China will even become one of the most important market for Cleaning products in the years ahead; and also for Kärcher, there are enormous opportunities in this country. As cleaning is not a product but a solution, that involves different stakeholders, our industry depends on networking - this is why a trade show is essential. We are glad that with the Interclean, a trade show is developing here that is guided by the needs of the industry. So, we are happy to support the Interclean in establishing a professional trade show architecture.

Markus Asch, Deputy CEO Kärcher



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



PARTICIPATION POSSIBILITIES

Exhibit at Interclean China

	Premium zone	Regular Zone
Space only*	€ 205,- per m2	€ 180,- per m2
Registration fee	€ 495,-	€ 495,-
Shell scheme**	€ 40,- per m2	€ 40,- per m2
Corner surcharge	€ 140,- per stand	€ 140,- per stand
Front surcharge	€ 270,- per stand	€ 270,- per stand
Island surcharge	€ 400,- per stand	€ 400,- per stand

* Book a stand of 72 sqm or more and enjoy a discount of 8% on the sqm rate.

** For all stands of less than 17 m², the use of the Organisers' shell scheme stand construction is mandatory.

International Pavilion

- Ready to use packages of 9, 12 and 24m²
- Shell scheme included
- Use of networking lounge (coffee/tea) and meetings room in International Hub
- Possibility to use pool of translators (Chinese - English)
- Starting from € 2970,- all-in (€ 2790,- early bird)

Italian Pavilion

- Ready to use packages of 9 and 12m²
- Shell scheme included
- Use of networking lounge (coffee/tea) and meetings room in International Hub
- Possibility to use pool of translators (Chinese - English)
- Starting from € 2970,- all-in (€ 2790,- early bird)

All prices excluding VAT.

CONTACT:



Marjolijn van Loon
Senior Sales Consultant
T: +31 (0)6 108 33 040
E: m.v.loon@rai.nl



Marleen Meis
Sales Consultant
T: +31 (0)6 386 81 989
E: m.meis@rai.nl

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