



Mostra internazionale specializzata
delle attrezzature, servizi, prodotti
e accessori per lavanderia, stieria
e pulizia dei tessuti e affini in genere

Specialized international exhibition
of equipment, services, products
and accessories for laundry, ironing,
cleaning of textiles and allied products

2014 EXPODETERGO INTERNATIONAL IS BIGGER AND AIMING AT NEW HORIZONS

*So far, 150 exhibitors have already applied for the trade show,
with more than 11,000 square metres of space*

Milan, 11 December 2013 – Less than a year from the opening of the next edition of **EXPOdetergo International** - the key international trade show for equipment, technologies, products and services for laundry, ironing, cleaning of textiles and allied products, scheduled **from 3 to 6 October 2014 at Fiera Milano (Rho)** - **more than 150 companies have already applied for a place. So far the occupied total area is of 11,000 square metres, assigned in November 2013, and the number of applicants shows a strongly growing trend compared to the previous edition.**

The exhibitors who have confirmed that they will be participating in the event hail from **Austria, Belgium, Denmark, France, Germany, Japan, Italy, Holland, Poland, Portugal, Slovenia, Spain, the United States, Switzerland, Turkey and Hungary**, proof of the event's key importance on the international stage. The event is highly diverse in terms of the technologies and services offered and the size of the companies involved, ranging from small local firms to large multi-national companies.

"In this particular market, the contribution of our show, which is the absolute leader in Italy as well as being a key event on a global scale, becomes fundamental in terms of creating a system and overcoming the complex situation of the domestic economy," declares **Luciano Miotto**, President of EXPOdetergo International. – *"For this reason, we are offering a platform which has the capacity to represent the proposals of the companies exhibiting in the best possible way, offering operators visiting the show not only products and technologies but, more particularly, solutions that are hi-tech, environmentally friendly and which save money".*

"The offering of EXPOdetergo International is destined to interest a large variety of visitors from very different product sectors, in addition to the operators from sectors which traditionally attend the show: from catering to accommodation, health-care and wellness. These are just some of the new targets in which we are investing," explains **Marco Seriola**, Director of the Exhibition Division of Fiera Milano. *"So, in 2014, we aim to confirm the growth trend of the previous editions, further expanding the foreign presence which, in 2010, accounted for almost 40% of the total number of visitors".*

The trade show will be a showcase for the best there is on the market today in terms of dry-cleaning equipment, washing-machines and the latest chemicals for laundry, but also the latest textiles and services, logistics and management electronics, as well as ironing systems and all the latest technology for keeping textiles at their best, with efficiency as the keyword.

Having now reached its 17th edition, EXPOdetergo International will be staged in halls 2 and 4 of Fiera Milano, the easiest ones to access because they are located right next to the subway exit and the railway station and are only a stone's throw from Porta Est (the East Gate), one of the main entrances to the fair area.

Just to remind you again, the dates of EXPOdetergo International are **3 - 6 October 2014 at Fiera Milano.**

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