



Fiera Milano (Rho)
3-6 Ottobre/October 2014

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EXPOdetergo International: let's review!

Banner numbers for a not to miss event.

With three months until opening day of EXPOdetergo International (Fiera Milano, 3- 6 October), the number of exhibitors keeps growing. To date, **253 companies** from **21 countries** (Argentina, Austria, Belgium, China, Denmark, France, Germany, Japan, Italy, the Netherlands, Poland, Portugal, Czech Republic, Slovenia, Spain, Taiwan, Hungary, USA, UK, Switzerland and Turkey) have chosen to take part in this event which is confirmed, globally, as one of the main industry events: in terms of the numbers and due to the quality of the exhibition contents.

One of the strengths of this edition will be the **dry cleaning** and **pressing** segments, due to the confirmed presence of the leading firms, but also rises the number of exhibitors from the laundry industry. **Clothing pressing, transportation and packaging industries** will also be present, along with the most exceptional products of the industry, including **professional**

detergents, textiles, commercial vehicles and software.

[Read here](#) the list of exhibitors.



You may not know that ...

*...EXPOdetergo International 2014
is the perfect opportunity for
updates and training*

Taking part in the events organised as part of EXPOdetergo International means working with leading companies and industry experts, understanding how to capture new opportunities for business, and engaging in technical updates. All this is partly thanks to the partnership with industry associations which ensure the superior quality of the contents.



Just to name a few: the conference program starts on 3 October at 10:30 am with the seminar organised by **CINET** entitled “**PTC challenges for profitable business**”. It will focus on the opportunities stemming from the market evolution and how to capture them: the event will be an opportunity to listen to discussion about the most interesting best practices in PTC (Professional Textile Cleaning), innovation, international projects and supply chain cooperation.

The importance of more efficient cleaning techniques across Europe - spanning the most recent breakthroughs in chemistry, in detergents, more environmentally-friendly solutions, and organisation of safe and productive work sites - will be discussed on 4 October by **ETSA** in a meeting on the topic of “**Efficient laundry processing techniques in the European market**”.

Also on 4 October as part of the seminar on “**The supply chain of textile care: the essential role of dry cleaners and laundries in a constructive dialogue with clothing manufacturers and consumers**”, **CNA** is launching an appeal to clothing manufacturers to engage in dialogue on the topic of the simbology used in clothing composition and care which must follow regulations and be as clear and comprehensive as possible to facilitate the work of the cleaning professional.

Find the complete calendar [here](#).



Arranging your visit to EXPOdetergo International in advance saves!

Preregistration and discount travel

Preregistering at EXPOdetergo International means being able to conveniently visit the event without waiting on line. All professional visitors can preregister and receive the admission ticket directly in their inbox. Don't waste time, [register here](#) today!

Need to plan travel?

[Contact](#) the Hospitality Service of Fiera Milano and [find out](#) here the deep discounted packages on offer for high-speed rail and hotel accommodations and the low fares furnished by the Lufthansa Group Airlines available to visitors and exhibitors.

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