



PRESS RELEASE

For Immediate Release

NEW CLEANING INDUSTRY INTERNATIONAL EXHIBITION FOR THAILAND

IMPACT Exhibition Management Co. Ltd, in collaboration with AFIDAMP, the Italian Cleaning Equipment Manufacturers Association is launching a brand new international trade exhibition for the cleaning industry, scheduled to take place in Bangkok in September next year.

AFIDAMP is the organiser of one of Europe's biggest cleaning exhibitions called PULIRE, held in Verona, Italy. Together with IMPACT, AFIDAMP are now launching a new exhibition in Thailand called PULIRE Asia Pacific 2014, which is positioned as the cleaning expo for the Asia Pacific cleaning industry, featuring cleaning and hygiene equipment, tools, technology, products, waste management, solutions and services for the institutional and industrial cleaning industry.

With rising operational costs, competitions and the need for better productivity, cleaning, building and facility managers are seeking answers for cost effective solutions and technology to help improve their business process and operational efficiency. PULIRE Asia Pacific 2014 aims to be the platform for solutions, trends and technology.

The news to stage PULIRE Asia Pacific 2014 is well received by the industry. **Mr. Ayuthaporn Buranakul**, Vice President of Thailand Facility Association remarked that cleaning is an integrated part of facility management and the Association and its members look forward to attending the exhibition to learn about the latest cleaning technology, solutions and trends that will help them greatly in their businesses and operations.

Mr. Suchart Owatwunasakul, the President of Thailand Cleaning Contractors' Club believed that PULIRE Asia Pacific 2014 is an important international industry platform that will help improve the standards of Thailand's cleaning industry and facilitate useful exchanges amongst the industry and market.



Facility managers also echoed their support for this exhibition. “We are delighted that IMPACT have partnered with PULIRE to bring one of the biggest cleaning industry exhibitions to Thailand. We recognize that cleaning makes up a key component of our total facilities management solution and that the exposure to new cleaning systems and products facilitated by this exhibition will potentially enable us to provide more effective and efficient solutions to our clients.” said **Mr. Sebastian Anthony Power**, Director and Business Development & Regional Account Management of Property Care Services (Thailand) Ltd.

Mr. Stuart Winters, Regional Director - Thailand, Malaysia and Laos of Sodexo Thailand Ltd added “As our facilities management business continues to rapidly develop in Asia, we believe that PULIRE Asia Pacific 2014 will give us a definitive opportunity to review products and services that can add value to our offer and bring operational efficiencies to our clients”

Even though the exhibition is more than a year away, exhibitors are already signing up to participate. One such exhibitor is OMI Electric Appliance Co., Ltd. from China. The company is a manufacturer of commercial vacuum cleaner and has been exporting to the US markets for over 10 years. **Mr. Xu Shihui**, General Manager of OMI Electrical Appliance Co., Ltd said “We are now interested to expand into the Southeast Asia market and truly believe that PULIRE Asia Pacific would be the right platform for us to gain new network with both local Thai and regional importers and agents.”

PULIRE Asia Pacific 2014 is expected to attract over 150 exhibiting companies and over 3000 trade professionals and buyers from Thailand and Asia Pacific region. The exhibition will be held at IMPACT Exhibition and Convention Center, Bangkok, Thailand.

“Support for PULIRE Asia Pacific 2014 is very positive. The cleaning industry is certainly looking forward to having their dedicated platform for knowledge exchange, network, and establishing business opportunities.” said **Mr. Loy Joon How**, General Manager of IMPACT Exhibition Management Co., Ltd.