

27<sup>TH</sup> EDITION

# ISSA PULIRE

MILAN 27-29 MAY 2025





Exhibi  
Numb

# ISSA PULIRE

## the international show

**ISSA PULIRE** is the international exhibition for professional cleaning and, above all, a community of professionals who share a passion for professional cleaning who work every day to keep the world clean and safe for everyone.

Exhibitors at the fair show off their capacity for innovation and demonstrate their state-of-the-art technologies to an interested and motivated audience in search of top quality products and services.

Attendees are cleaning contractors, facility management companies, distributors, and buyers from every corner of the globe, who come to the trade show to find out about and see first-hand the latest technologies in the world of professional cleaning and sanitization.

Meet up with partners and reach out to potential customers, build new international relationships, and develop new business in a highly professional setting of certified excellence. Being there makes all the difference!

**ISSA PULIRE**, supported by the industry and trade associations of the sector, **ISSA** and **AFIDAMP**, is an opportunity that you are not going to want to miss. It is where people come to expand their business expertise, discover new commercial partners, and keep up to speed with the latest trends.

### Disinfestando Pavilion

The Disinfestando Pavilion is dedicated to the Pest Management sector.

The pavilion is the result of the agreement between the organizer of the trade show and the Italian company **Sinergitech**, organizer of events and courses for the pest management and pest control sectors. The idea is to have all indoor and outdoor hygiene and cleaning professionals under one roof, thus providing more value to both exhibitors and visitors.





2023 Edition  
Tot exhibitors: **373**  
**33,45%** foreign visitors

**Exhibitors**  
Total Net  
Exhibition Space  
**14.529 mq**

## Co-located events

**ISSA PULIRE 2025** is also co-located with the trade show **INTRA-LOGISTICA ITALIA**, the only event in the territory dedicated to the most innovative solutions and automated systems for materials handling, warehouse management, materials storage, sorting and lifting, and **IPACK-IMA MILAN**, the international trade fair of relevance for processing and packaging materials and technologies for the food and non-food world.

The co location with this two events will attract industrial companies from the food/non-food sector, pharmaceutical industry, machines and systems, automotive, etc.



**Total Vistors**  
**20.058**

**80%\*** of visitors plan to visit ISSA PULIRE 2025.

**80%\*** of exhibitors are satisfied with the show results.

*\*Source visitors' survey*

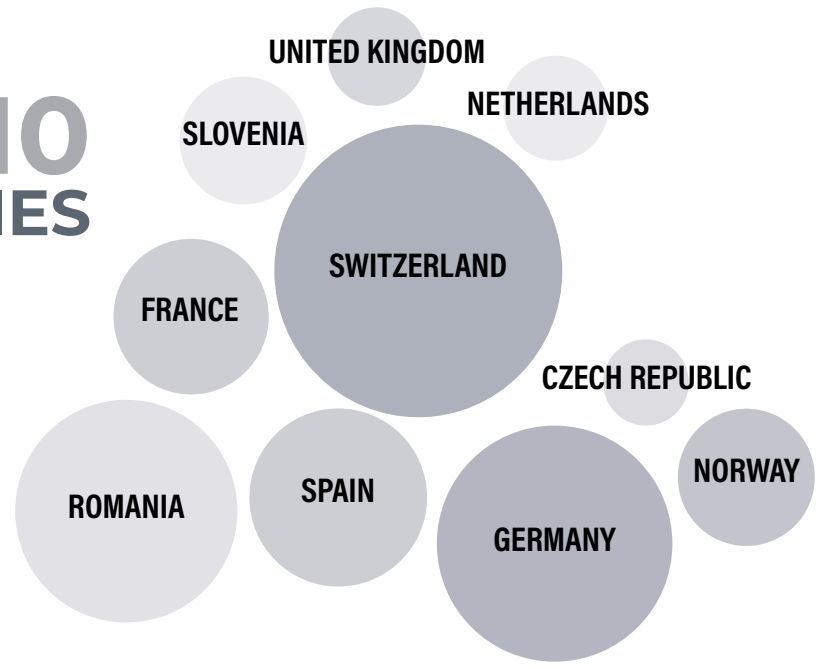
*\*Source exhibitors' survey*



# VISITORS' GEOGRAPHICAL DISTRIBUTION

- Europe 72,32 %
- Asia 13,17 %
- Africa 8,03 %
- Americas 5,80 %
- Oceania 0,68 %

# VISITOR TOP 10 COUNTRIES



## Visitor data **2023** edition



- Top 3 Company Position**
- President / Managing Director / General Director
  - Division Director / Sales Marketing Manager
  - Owner
  - Institutions 1



- Activity %**
- Distributor **37**
  - Cleaning Contractor **36**
  - Manufacturing company **18**
  - Supplier **6**
  - End Users **2**
  - Institutions **1**





## Exhibitors data **2023** edition

### PRODUCTS CATEGORIES (REPRESENTED BRANDS EXCLUDED)

	%
MANUFACTURER COMPANY	68
DISTRIBUTOR COMPANY	18
OTHER (SPECIAL SHOW)	4
SERVICE CONTRACTORS	4
INSTITUTION	3
PRESS	3

### PRODUCTS CATEGORIES MANUFACTURER (REPRESENTED BRANDS EXCLUDED)

	%
MANUFACTURER - MACHINES	29
MANUFACTURER - CHEMICAL PRODUCTS	15
MANUFACTURER - EQUIPMENTS	12
MANUFACTURER - COMPONENTS	10
MANUFACTURER - CONSUMER PRODUCTS	10
MANUFACTURER - OTHER PRODUCTS	10
MANUFACTURER - PEST CONTROL	6
MANUFACTURER - ACCESSORIES	5
MANUFACTURER - laundry	2
PPE	1



## **Product of the year ISSA PULIRE**

The award that recognizes the product that better meets the needs of the market through the values of quality, reliability, environmental respect, efficiency, ergonomics, and economy.

## **ISSA Distinguished Industry Award**

ISSA has established the ISSA Distinguished Industry Award to recognize the activities carried out by companies in the sector in spreading the culture of cleanliness.

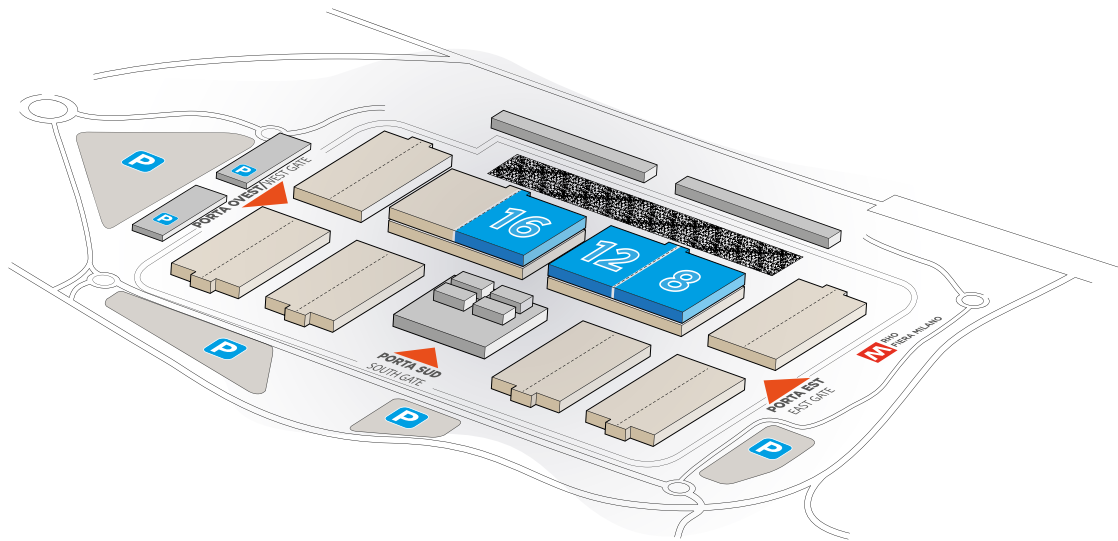
## **Robot Arena**

The theme of robotics will be the protagonist in the Robot ARENA where visitors will be able to see the most advanced cleaning robots in action.





## FIERA MILANO



## About Fiera Milano Exhibition Centre

**Fiera Milano** is equipped to meet the needs of all trade fair, exhibition, conference and event organisers. The modern exhibition centre covers a vast area of **20 large pavilions** located on both sides of a 1-kilometre-long pedestrian street, making it one of the largest exhibitions district in the world.

**Fiera Milano** also offers a wide range of services such as: a variety of solutions for all stand construction, **over 200 dining options** with a wide variety between self-service, snack bar and catering served to make your stay at the Fair more enjoyable, **assistance for trip and accommodation** to make the fair experience as delightful as possible. .

The venue is strategically located close to the City of Milan with **subway and railway station directly connected to Fiera Milano.**

# ISSA<sup>®</sup> PULIRE

26<sup>TH</sup> EDITION



Fiera Internazionale della Pulizia e Sanificazione Professionale

*International Exhibition for the Professional Cleaning and Sanitization Industry*

**Issa Pulire** is the tradeshow for the professional cleaning sector that plays host to a complete range of machinery, chemical products, equipment and components for indoor and outdoor spaces.

LOCATION:



**FIERA MILANO**

ORGANIZER:

**ISSA PULIRE**  
NETWORK

**ISSA PULIRE NETWORK**

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