



CMS Berlin

Cleaning. Management. Services.



/ CLEANING EXPERTISE

19-22 SEP 2023

Berlin ExpoCenter City

International Trade Fair and Congress • www.cms-berlin.com

EUROPE'S PLACE TO BE FOR THE CLEANING INDUSTRY

Cleaning expertise

- International centre and showroom for innovations – for manufacturers and service providers
- Germany is Europe's largest cleaning market
- A platform for advanced training and users for the skilled trade in Germany with the largest number of employees (over 1.1 million)
- Links between the international community and national experts
- A must for the European cleaning industry
- Europe's leading trade fair and platform for cleaning and hygiene expertise

TRADE VISITORS

Representatives of building services, facility management, industry, healthcare, hygiene, local government, public transport and the hospitality sector gather at CMS Berlin – to find out about all the latest technological and organisational challenges.



CMS Berlin efficiently combines a trade fair and congress, B2B meetings and networking events.



EXHIBITORS

Exhibitors at CMS Berlin provide a comprehensive overview of products and services from all areas of the commercial cleaning market.

CMS BERLIN

A strong market in Germany – the place to do business

In recent times the challenges facing the cleaning industry have increased dynamically. Hygiene counts as a basic need in society and for preventive healthcare, while greater cleanliness improves the quality of life. It also plays an increasingly important role in maintaining buildings and infrastructures.

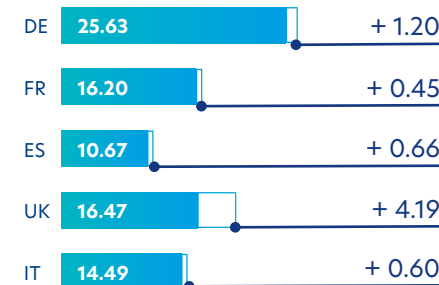
The global struggle against the coronavirus demonstrates how important cleaning and hygiene are for containing the pandemic. Professionally organised cleaning processes are becoming more and more important for the safety of fast-growing conurbations, increasing mobility and ever-closer markets around the world. This shows how vital the cleaning industry is in a global market.

Europe's cleaning industry is a driving force for economies and jobs. It has 4.1 million employees, of whom more than 25 % (1.1 million) are in Germany, Europe's largest market. This underlines Germany's role as a pioneer in developing cleaning

processes in industry, healthcare and various service sectors. Due to rising demand by the healthcare industry in Berlin, the venue for CMS, the state government is providing funds which also benefit the cleaning industry

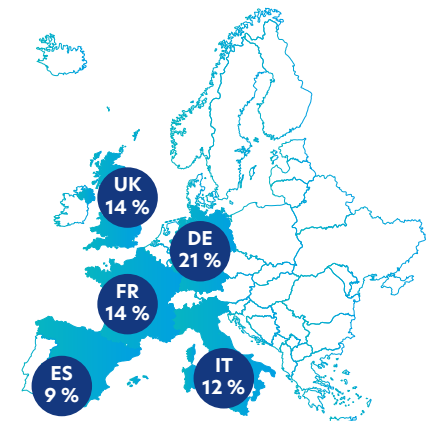
TURNOVER INCREASE BY COUNTRY (IN BILLION EUR)* FROM 2017 TO 2018

Total for Europe EUR 120 billion (2018)



*Source: EFCI Report 2020

TURNOVER BY COUNTRY (IN %)*



CMS BERLIN

Outstanding international platform for the industry

- Berlin is a centre of politics and culture and a science hub
- Berlin offers technologically oriented companies ultra-modern business locations and a science-based infrastructure

EUROPE'S LEADING CLEANING MARKET

Berlin is one of Europe's largest economic areas, with a population of around 6 million, and is the capital of Europe's leading cleaning market. With its research institutions and companies Berlin also leads the market for renewable energies and innovation in sustainable technologies and is a dynamic business hub for the healthcare sector.



BERLIN - A HUB FOR BUSINESS AND HEALTHCARE

3.1 %

Economic growth in Berlin
(Germany-wide only 1.4 %)*

> 21,000 COMPANIES

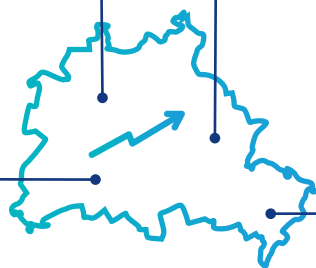
in the Berlin-Brandenburg
healthcare sector**

€ 147.1 BILLION

Economic output*

€ 27 BILLION

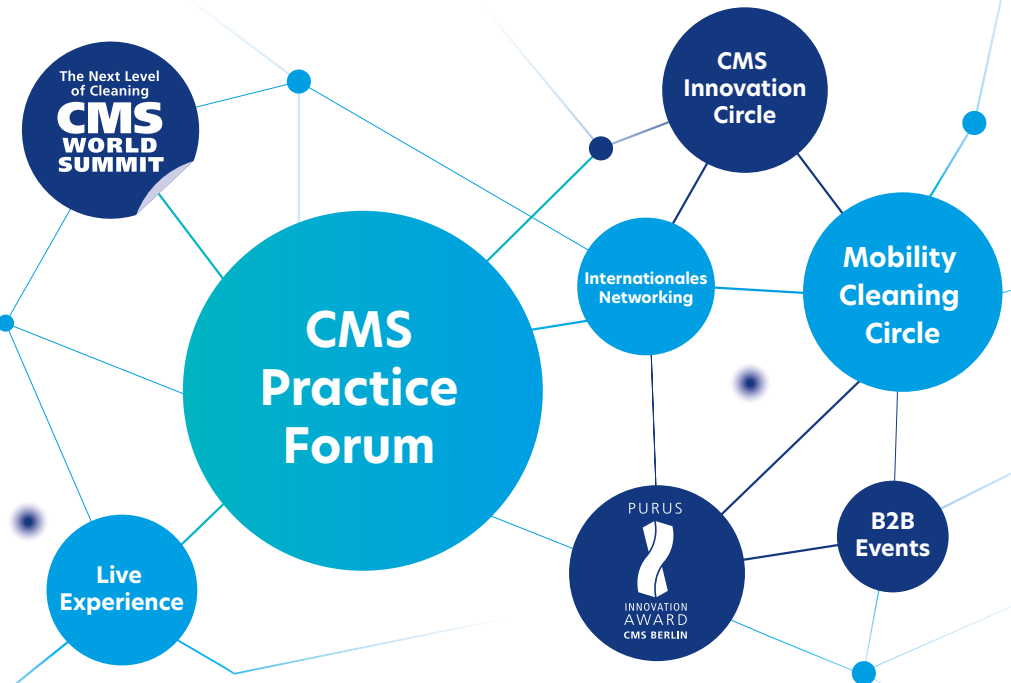
in healthcare sector
revenues in Berlin-
Brandenburg**



*Source: Statistical Office, Berlin-Brandenburg, 2018

** Source: Berlin Partner für Wirtschaft und Technologie GmbH, 2019/20

Event formats at CMS Berlin



Innovations and highlights - 2023

Digitalisation, robotics/IoT

Sustainable solutions

New hygiene standards

Personal protective equipment (PPE)

Mobility Cleaning



Trade visitors

- 21,000 trade visitors in a decision-making capacity from all branches of the cleaning industry
- Decision-makers/advisers make up more than 85 % of visitors and two-thirds occupy senior positions
- The sectors most represented at CMS Berlin 2019 are services, the skilled trades, industry, public authorities public institutions
- The majority of trade visitors are from private and public sector cleaning companies, followed by hospitals, care homes and canteens

Trade visitor categories

COMMERCIAL CLEANING



Building cleaning industry

Retail trade, cleaning companies, building services industry, facility management, laundries

HEALTHCARE



Healthcare sector

Hospitals, clinics, care and nursing homes, social institutions

HOTEL & CATERING



Hotel trade and catering companies

Gastronomy, restaurants, catering, canteens, hotels, public catering

INDUSTRIAL COMPANIES



Industrial companies

Industrial enterprises, food/non-food sector, pharmaceutical industry, machines and systems, automotive, shipbuilding

MOBILITY



Transport sector

Railway stations, airports, transport (incl. rail, bus and air)

PUBLIC CONTRACTORS



Public sector customers

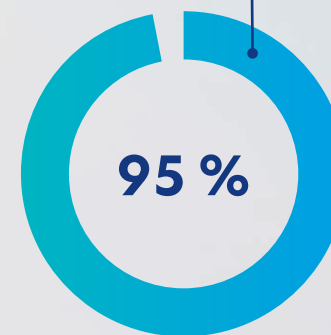
Public sector customers, municipalities, public authorities, procurement agencies, sports venues, schools

Key facts - 2019

- 448 exhibitors from 25 countries
- 25,387 industrial representatives from 80 countries
- Around 21,000 trade visitors
- 154 press representatives
- Halls and outdoor display areas covering 31,000 square metres

OVERALL LEVEL OF SATISFACTION AND TRADE VISITOR GOALS

rate the range of offers positive*



44

speaker



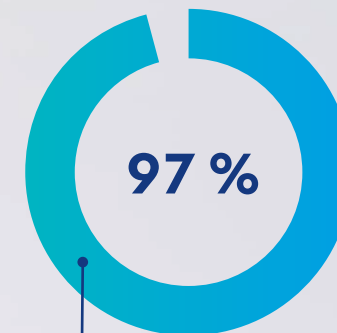
80

countries



96 %

satisfied visitors*



of interviewees would recommend visiting CMS Berlin to others.*



93 %

of the visitors plan to visit CMS Berlin again*

*Statistics: CMS 2019 report



EARLY BIRD DISCOUNT UNTIL 1 OCTOBER 2022

Make sure you secure the best
prices and places for exhibitors

[www.cms-berlin.com/
Registration](http://www.cms-berlin.com/Registration)

VENUE

Berlin ExpoCenter City
Halls 1.2, 2.2, 3.2, 4.2, 6.2,
outdoor display area
(forecourt, south entrance)
and Marshall Haus,
Opening times: 10 a.m. to 5 p.m.

ORGANISER

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MESSE BERLIN AROUND THE WORLD

Get in touch with our foreign representa-
tives around the world who can help you
plan your visit to the fair.
www.cms-berlin.com/contact

SUPPORTER CMS BERLIN



Die Gebäudedienstleister

Federal Cleaning
Trades Association (BIV)
www.die-gebaeudedienstleister.de



VDMA Trade Association
for Cleaning Systems
www.vdma.org

CONCEPTUAL SUPPORTER



Industrial Association Hygiene and Surface
Protection for Industrial and Institutional
Applications
www.iho.de



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