PRESS RELEASE

CMS Berlin 2017 – Opening Report

Record attendance at the cleaning summit in Berlin

429 exhibitors from 24 countries are presenting a complete overview of the commercial cleaning systems market

Purus Innovation Awards: Awards ceremony on 19 September – Mobility Cleaning Circle makes its debut on 21 September – World Congress of Building Service Contractors (WFBSC, 18-20 Sept.) is being held parallel with the cleaning trade fair for the first time

Berlin, 18 September 2017 – For a whole week the attention of the cleaning world will focus on Berlin. With the largest ever participation in a cleaning trade fair in Germany, from 19 to 22 September CMS Berlin 2017 – Cleaning.Management. Services. will be providing a complete overview of products, systems and processes for the commercial cleaning market. 429 exhibitors from 24 countries (2015: 377/20) are occupying the 29,000 square metres of halls and outdoor display areas (2015: 25,400 sq.m.) to present their current product ranges. These include innovative cleaning machinery and equipment, technical refinements to existing products, cleaning and care agents as well as disinfectants. The laundry sector has also expanded, as have the software solutions for facility management. Prior to the fair exhibitors have announced numerous products that will be making their world debut or are being introduced for the first time at this fair. The presentation of the CMS Purus Innovation Awards (PIA) and the premiere of the Mobility Cleaning Circle are particular highlights of the CMS supporting programme. This event is expected to attract more than 20,000 industry representatives from around 70 countries. For the first time the cleaning trade fair is being accompanied by the Congress of the World Federation of Building Service Contractors, WFBSC, 18-20 Sept., Hall 7.3). The main theme of the three-day conference is ‘Cleaning in a Digital World – Processes, People, Technology’.
Dr. Christian Göke, CEO of Messe Berlin GmbH, “The development of CMS Berlin has seen steady upward progress. Taking all the relevant trade fair criteria into account this year the fair has undergone double-digit expansion. With its combination of world congress, trade fair and networking events this year’s CMS has become a summit meeting for the global cleaning industry. The range offered by this year’s trade fair and conferences, and the record-breaking attendances, are the result of our strategy for this fair, to make CMS an international event and to establish it for the long term as the international platform for cleaning and hygiene specialists.”

CMS Berlin 2017 is organised by Messe Berlin GmbH. The supporting associations are the National Guild Association of the Building Cleaning Trade (BIV), Bonn, the Cleaning Systems Trade Association in the German Mechanical Engineering and Plant Construction Association (VDMA), Frankfurt/Main, and the Hygiene Industry Association (IHO), Frankfurt/Main. At the start of this year’s CMS Berlin the leading representatives of the supporting associations have issued the following statements:

**Thomas Dietrich, Chairman of the National Guild Association of the Building Cleaning Trade and President of the 22nd WFBSC Congress:**

“CMS is without parallel in the cleaning industry and this year, in combination with the WFBSC Congress, it will be a truly unique event. We are expecting a strong and above-average attendance by international visitors, thereby enhancing the role of CMS as an outstanding and well established trade fair, not only in Europe but internationally. We are confident that it will play an important part in showing the way to the digital future.”

**Markus Asch, Chairman of the Cleaning Systems Trade Association in the VDMA:**

“CMS is an international event for the industry, and this year the manufacturers of cleaning systems are again demonstrating their outstanding innovative capabilities. Apart from the range of machinery on offer, manufacturers are also presenting highly efficient solutions for the increasingly complex demands imposed by professional cleaning. For example, digitalisation is gaining ground in the industry and this trade fair features interconnected and autonomous machines as well as fleet management systems and data-based services.”

Additional information:
www.cms-berlin.com
www.messe-berlin.com
follow us on
Werner Schulze, Chairman of the Building Cleaning Division of the IHO:

“All the manufacturers of cleaning products belonging to the IHO are represented at CMS. This demonstrates the massive importance of this trade fair for the whole industry. All these manufacturers are presenting visitors and customers with a range of high quality, sustainable cleaning products designed to meet their requirements and conforming to all statutory requirements. And so the CMS provides a complete overview of the market that encompasses all the different applications for commercial cleaning and it has no equals at any other trade fair."

Purus Innovation Awards in six categories

The presentation of the revamped CMS Purus Innovation Awards (PIA), (19 Sept., CMS Evening, Marshall Haus) is being eagerly awaited. First established in 2005, this industry award acknowledges intelligent products, tools and systems that stand out on account of the quality of their application and noteworthy overall design. This year entries have been received from 62 exhibitors at CMS, more than ever before. During the first round of judging an eight-person panel nominated 17 entries for the final round. They are competing in six categories: Large Machines, Small Machines, Equipment, Washroom Hygiene, Digital Tools and Systems and Cleaning Products. During CMS there will be a special show in Hall 6.2 displaying all the 17 entries that have been admitted to the final round.

Practical Forum in Hall 6.2

As an international platform for cleaning and hygiene specialists CMS Berlin 2017 is specifically intended for all the relevant target groups in the cleaning sector. From 19 to 22 September seminars and conducted tours have been planned for representatives of the healthcare, hotel and catering sectors and from municipal facilities in order to provide up to date insights into various specialist areas.

There will be some fascinating statements, from the professionals for the professionals, at the CMS Practical Forum 2017 in Hall 6.2 on the Berlin Exhibition Grounds. On 20, 21 and 22 September the programme will feature eight highly topical subjects on all aspects of work safety, hygiene and health: Legally Secure Award of Contracts for Cleaning Services (20.9., 11 a.m.), Cleanliness as a Competitive Advantage in the Hotel Industry (20.9., 2 p.m.), Hygiene Management of Cleaning Services in Medical Facilities
(21.9., 10 a.m.), The Current Wage Situation and its Impact on the German General Election 2017 (21.9., 11 a.m.), European Ecolabel for Cleaning Services (21.9., 12.00), Hygienic Treatment of Cleaning Textiles in the Healthcare Sector (21.9., 2 p.m.), Demands and Opportunities Arising from the Review of ISO Standards for Building Service Contractors in Germany (22.9., 11 a.m.), Working without Ladders – Working without Falling (22.9., 12.00).

Testing machinery under practical conditions

The activity area on the outdoor display site is being used for demonstrations of glass and facade cleaning and the use of aerial work platforms. Here and in the show entitled ‘Ground Maintenance’ (Hall 2.2) exhibitors will be presenting machinery, equipment and accessories for maintaining green spaces, for cleaning highways and paths, and for providing winter services.

The range is rounded off by a number of events aimed at specialists attending CMS. These will include the conducted tours for representatives of the hotel industry and catering (19-21 9.), innovative removal of chewing gum (20 9.,11.30 a.m. , outdoor display area) or the exclusive Mobility Cleaning Circle on the subject of ‘Railway Cleaning’ (21 Sept.) with live demonstrations of graffiti removal on a special diesel railcar (daily 1.15 and 3.15 p.m., outdoor display area between Halls 1.2 and 3.2). The railcar in question is the Berlin-Wrocław Culture Train, which links these two European cultural centres at the weekends.

WFBSC Congress runs parallel with CMS 2017

This year, for the first time, the cleaning industry’s leading conference will take place parallel with the cleaning trade fair CMS Berlin 2017. From 18 to 20 September, under the heading of ‘Cleaning in a Digital World – Processes, People, Technology’, the World Federation of Building Service Contractors (WFBSC) will gather 500 leading executives in the German capital. In addition to fascinating papers and panel discussions there will also be numerous networking events.

The conference delegates will debate the significance and impact of the digital transition in business and society on the commercial cleaning sector, and the future challenges facing the industry. The programme of papers will focus on how it affects people, i.e. workers and customers, and automated processes.
The following will address the WFBSC Congress (18 Sept. 9 - 10.45 a.m., Hall 7.3) at the opening event: Thomas Dietrich, President of the WFBSC and National Guild Master of the Building Cleaning Trade (BIV); Günther Oettinger, EU Commissioner for Budget and Human Resources; Ramona Pop, Mayor of Berlin and Senator for Economics, Energy and Public Enterprises; Yvan Fieremans, President of the European Federation of Cleaning Industries (EFCI) and President of the General Union of the Belgian Cleaning Sector (UGBN).

**Berlin is recognised as the birthplace of building cleaning**

There are some very good reasons why Berlin has a particular connection with the cleaning sector. The German capital is regarded as the place where modern building cleaning had its origins. It was in 1877 that the Frenchman Marius Moussy, originally from Lyon, began the commercial cleaning of windows and building facades. Following a number of prior events, in 1986 Berlin staged a fair entitled RT Reinigungs-Technik, a very promising start to the subsequent cleaning trade fairs on the Exhibition Grounds. Beginning in 2001 the new CMS Berlin – Cleaning. Management. Services. continued the tradition of specialist cleaning trade fairs in Berlin, with the support of all the relevant industry associations. With its combination of trade fair and international congress, and record attendance figures, this year’s CMS 2017 marks the high point in the history of cleaning trade fairs in Berlin.

**Important information for visitors**

The CMS app, CMS guide and Virtual Market Place® are ideal companions for visiting the international cleaning trade fair CMS Berlin 2017. The latest CMS media offer comprehensive information for trade visitors on all the important events, exhibitors and their products.

From 19 to 22 September CMS Berlin 2017 will take place daily from 10 a.m. to 5 p.m. on the Berlin Exhibition Grounds (Berlin ExpoCenter City) in Halls 1.2, 2.2, 3.2, 4.2, 6.2 and on the outdoor display area in front of the south entrance on Jafféstrasse. Admission charges are 21 euros for a day ticket, 10 euros for a reduced-rate ticket and 32 euros for an unlimited pass. Tickets to CMS can be easily purchased from the online ticket shop (http://www.cms-berlin.de/Tickets/) and can be printed out home. Parking is available next to the exhibition grounds. Visitors travelling by S-Bahn should alight at Messe Süd. Access by cab is
from the south entrance on Jafféstrasse. A free shuttle service will operate daily from 8.30 a.m. to 6 p.m. between Tegel Airport and the south entrance to the exhibition grounds.

The 22\textsuperscript{nd} Congress of the World Federation of Building Service Contractors (WFBSC) will take place from 18 to 20 September in Hall 7.3. Access is from Hall 7. The fee for attendees is 1,500 euros (600 euros for the programme for accompanying persons). In order to register and for more information please visit \url{www.wfbsc2017.berlin}.

**This press release, the CMS logo and press photos are also available on the internet at** \url{www.cms-berlin.com} (Press Service / Information / Photos).

**Follow us on**
- Twitter: \url{www.twitter.com/cms_berlin}
- Instagram: \url{www.instagram.com/cms_berlin/}
- YouTube: Videoclips finden Sie im CMS-Newsroom: \url{www.cms-berlin.de/Presse/Newsroom/}

**This press release can also be found on the internet:** \url{www.cms-berlin.com}

If you do not wish to receive any further press releases about CMS, please send an email to \url{cms-presse@messe-berlin.de}