

## Location

**Atahotel Executive - Milan**  
Via Don Luigi Sturzo, 45  
20154 Milano, Italy  
Phone: +39 02 62941



**Fiera Milano Exhibition Center**  
Strada Statale 33 del Sempione, 28  
20017 Rho Milano, Italy  
Phone: +39 02 49971

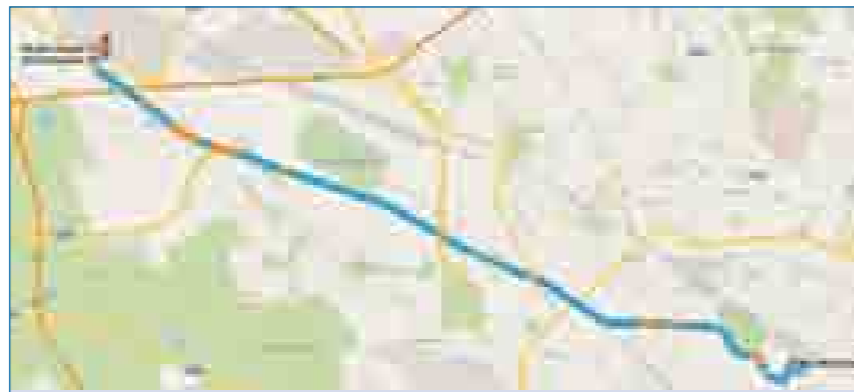


## Driving Directions

(approx. 25 min)

## Public Transportation

The Malpensa Express connects terminal 1 of Malpensa International Airport with Milan's main railway stations. From the airport one can travel to the railway station Milano Porta Garibaldi, a 4 minute walk from Atahotel Executive. Visit <http://www.malpensaexpress.it/en> for detailed information.



To reach EXPOdetergo from the train stations Porta Garibaldi, Centrale and Lambrate: Take the green subway line toward Abbiategrasso, get off at Cadorna station and change to the red line toward Rho Fiera Milano. Check [www.trenitalia.com](http://www.trenitalia.com) and [www.trenord.it](http://www.trenord.it) for information on trains and schedules.

## More information

More information regarding CINET's activities during EXPOdetergo is available on [www.cinet-online.com/content/expodetergo](http://www.cinet-online.com/content/expodetergo)

# CINET PROGRAM EXPODETERGO 2014

## PTC CHALLENGES FOR PROFITABLE BUSINESS Members Edition

2 - 7 October

Milan, Italy



# CINET PROGRAM EXPODETERGO 2014

## "FACING PTC CHALLENGES FOR PROFITABLE BUSINESS"

CINET hosts a wide variety of activities during EXPOdetergo both for members and non-members, scheduled at Atahotel Executive and EXPOdetergo fairground respectively.

### CINET

CINET pursues to maintain a reputation as a well-structured, strong and reputed international umbrella organization for the global professional textile care industry including dry cleaning, commercial and industrial laundry as well as textile service industry for business-to-consumer and business-to-business applications.

### Working Group Meetings (2 Oct)

CINET's program for 2 October is centered on a central theme: business opportunities and sustainable processing. CINET-members exchange the latest information and develop, control, and direct various projects during several Working Group (WG) Meetings. The WGs Marketing & PR, Research & Technology and E-learning will convene on 2 October, at the Atahotel Executive.

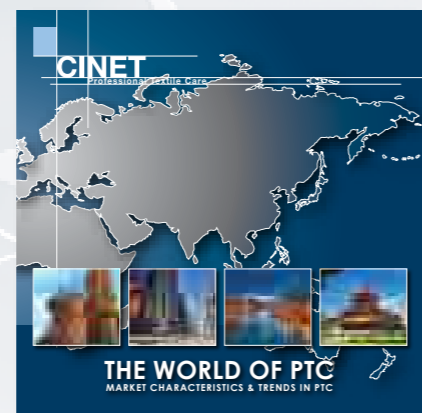
### CINET Welcoming Reception (2 Oct)

A welcoming reception is planned from 18:00 until 20:00 at Atahotel Executive (Milan). This informal get-together provides the opportune moment to discuss your agenda for EXPOdetergo and meet CINET-members and special guests.



### CINET Conference (3 Oct)

The CINET conference 'PTC challenges for profitable business' will provide the Textile Service and Textile Cleaning industries with noteworthy presentations on the future of textile service, ICT, social media, best practices, innovation, and more. CINET is particularly proud to introduce: The World of PTC; Volume 2, Market Characteristics and Trends' On 3 October CINET presents the second book in the series 'The World of PTC'.



The second book 'Market Characteristics and Trends' presents an overview of PTC markets worldwide, and contains a collection of facts and figures as well as articles written by regional experts in a 380 page fullcolour book.

### WASH&LOAD: Changing the Textile Service industry

Exclusively at EXPOdetergo: The international launch of the WASH&LOAD system. WASH&LOAD is the new evolution in textile service enabling new service and business models. WASH&LOAD is a cost-effective innovation that provides the textile care industry with a superb monitoring and controlling system that ensures specific protective, safety, hygiene requirements of functional clothing are met. The launch of WASH&LOAD is an event one should not miss; celebrate its launch at EXPOdetergo on 3 October.



### The European Award Best Practices Textile Cleaning 2014

The inaugural winner of The European Award Best Practices Textile Cleaning 2014 will be announced at EXPOdetergo on 3 October. The award functions as a platform to highlight the best practices in PTC and demonstrates the industry's focus on a high standard of quality, new business models, innovation and sustainability. Representatives of major European trade magazines will evaluate the nominees and select the inaugural winner of the award on 2 October. Evaluated by:



### Study Tour (7 Oct)

Join CINET in visiting an industrial laundry on 7 October. More information is available at the CINET secretariat.

## Conference Schedule

#### Thursday, 2 October: Working Groups

Location: Atahotel Executive (Milan)

- 10:30 - 12:30 Working Group Marketing & PR
- 12:30 - 13:30 Lunch
- 13:30 - 15:00 Working Group Research & Technology (Textile Service)
- 15:00 - 15:30 Break
- 15:30 - 17:00 Working Group Research & Technology (Textile Cleaning)
- 17:00 - 18:00 Working Group E-learning
- 18:00 - 20:00 Welcoming Reception

#### Friday, 3 October: CINET Conference

Location: Fiera Milano Exhibition Center

##### Morning Program: Textile Service

- 10:00 - 10:15 Opening
- 10:15 - 10:25 Welcome & Introduction by Peter Wennekes (CEO, CINET)
- 10:25 - 10:45 **Launch "The World of PTC; Volume 2, Market Characteristics and Trends"**
- 10:45 - 11:05 The Business Case Textile Service by Geert Böttger (CINET)
- 11:05 - 11:25 The laundry of the Future; Advanced Service at 50% Costs Savings by Henk Gooijer (TKT)
- 11:25 - 11:45 Green Laundering in Emerging Markets by Timme Lucassen (TKT)
- 11:45 - 12:05 Advanced ICT solutions; a Business Facility by Martin Stokman (Laundry Dashboard)
- 12:05 - 12:15 Quality and Certification; an International Challenge by Hartmut Schlimbach (Hohenstein)
- 12:15 - 12:45 Innovations and New Technologies in Textile Service by Ecolab
- 12:15 - 12:45 **International Launch of WASH&LOAD; Changing Textile Service business**

##### Afternoon Program: Textile Cleaning

- 13:30 - 13:40 Welcome & Introduction by Peter Wennekes (CEO, CINET)
- 13:40 - 14:00 **Launch "The World of PTC; Volume 2, Market Characteristics and Trends"**
- 14:00 - 14:20 The Business Case Textile Cleaning by Geert Böttger (CINET)
- 14:20 - 14:35 Positioning Textile Care as Convenience Services in the New Economy by Michiel Scheffer (Saxion University)
- 14:35 - 14:50 Social Media & Online Business by Leon Wennekes (CINET)
- 14:50 - 15:15 E-Learning; Efficient & Practical Training by Timme Lucassen (TKT)
- 15:15 - 15:20 Innovations and New Technologies in Textile Cleaning by BÜFA, Kreussler, Concord Textile, Seitz, GreenEarth, Safechem, Christeyns, Union, Multimatic-Ilsa
- 15:20 - 15:25 Best Practices
- 15:25 - 15:30 - Best Practices, Russia by Leonid Bertsev (Federation of Russian Drycleaners and Launderers)
- 15:30 - 15:35 - Best Practices, China by Zhu Lijun (FORNET)
- 15:35 - 15:50 - Best Practices, Italy by Gabriele Cuppini (FMB Group)
- 15:50 **European Award for Best Practices Textile Cleaning 2014**
- 15:50 Cocktail Drink

#### Sunday, 5 October: Info Square Meeting and General Assembly

Location: Atahotel Executive (Milan)

- 09:00 - 10:00 General Assembly
- 10:00 - 10:20 Break
- 10:20 - 12:30 Info Square Meeting
- 12:30 - 14:00 Lunch buffet and Closure

#### Tuesday, 7 October: CINET Study Tour

- 9:00 - 17:00 CINET will dedicate its efforts on 7 October to visiting several Milanbased PTC businesses to experience how businesses are facing the PTC challenges for profitable business