

EXPOdetergo
INTERNATIONAL

Fiera Milano (Rho)
3-6 Ottobre/October 2014

Newsletter n. 3 - May 2014



EXPOdetergo International increases steadily

After the successful presentation to the Italian press, the next step is a record-setting edition

With 235 companies from 21 countries (Argentina, Austria, Belgium, China, Denmark, France, Germany, Japan, Italy, the Netherlands, Poland, Portugal, the Czech Republic, Slovenia, Spain, Taiwan, Hungary, the U.S., the U.K., Switzerland and Turkey) and 15,252 square meters occupied to date, EXPOdetergo International continues to grow by attracting the attention of operators from around the world.

After the official presentation of the event to the press on May 6th, organisers are now focusing on branding the event as the quintessential means of exchange and business around the globe in an industry where Italy is the internationally recognised leader in equipment manufacturing and services.

“Our industry represents our pride in Italy,” remarked Luciano Miotto, President of EXPOdetergo International. “With its more than 4 billion euro in revenue, it has become an

important partner for many other industries. In it, we find innovation and technological research, significant respect for tradition together with a marked interest in the new opportunities offered by the international markets.”

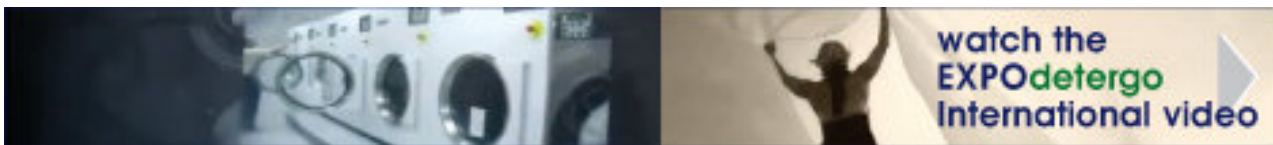


EXPOdetergo is ready to welcome you

The pre-registration period is open: here's how you can save

EXPOdetergo International is already available to the people who will visit it. The pre-registration period has already begun and will allow visitors admission to the event, conveniently without waiting in lines, because time is money: professional visitors can pre-register at the event web site www.expodetergo.com. The admission ticket will be sent directly to your email.

Save time and money: [Register today!](#)



You may not know that...

... you can make a difference and become more “Eco sustainable”

“See the difference?”, the awareness-raising campaign, was introduced in Milan and involved manufacturers members of Assofornitori (the Italian Textile Maintenance Supplier Association) and EXPOdetergo International. It aims to disseminate the importance of eco-sustainable practices through the industries that provide their services.

This is the case with Ho.re.ca sector: according to the estimates of Ambiente Italia, using cloth napkins would lead to an 80% savings of non-renewable natural resources, 60% of non-renewable energy resources, 55% of greenhouse gas emissions and 75% of waste produced.

So, along with the technological progress of the equipment, which increasingly deliver water, energy and time savings, good practice is to create the assumptions for true environmental protection. These behaviours are what really make the difference!

"See the difference?" will culminate in the upcoming edition of EXPOdetergo International with awareness-raising initiatives, intended to reinforce the message by Assofornitori in the allied laundry industries.



FIERA MILANO S.p.A.
S.S. del Sempione, 28 - 20017 Rho, Milano - I
Tel. +39 02.4997.6215-6241 - Fax +39 02.4997.6252
expodetergo@fieramilano.it - www.fieramilano.it

EXPO Detergo S.r.l.
Via Angelo Masina, 9 - 20158 Milano - I
Tel. +39 02.3931.4120 - Fax +39 02.3931.5160
expodetergo@libero.it



The data used to send this message was provided by yourself during fairs, exhibitions and events at Fiera Milano. It is handled both manually and electronically by our structures and staff in order to send communications concerning similar events and initiatives and connected services. To consult or modify your data or to stop receiving further communications of this type (art. 7 leg- decree n° 196/2003 - Privacy Code), please contact EXPO DETERGO Srl - Via Angelo Masina 9 - 20158 Milano - tel. +39 02 39314120 fax +39 02 39315160.
To stop receiving newsletters, please, [click here](#)