



# CMS Berlin

Cleaning. Management. Services.



/ CLEANING EXPERTISE

# 19-22 SEP 2023

## Berlin ExpoCenter City

International Trade Fair and Congress • [www.cms-berlin.com](http://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, health-care, 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

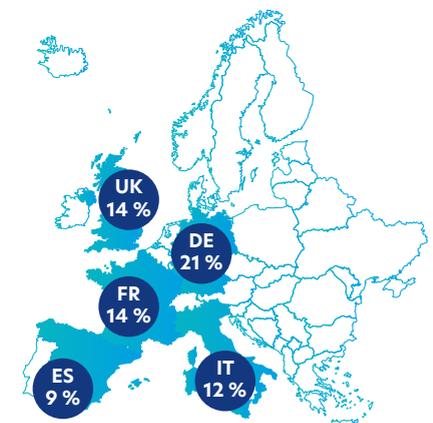
### TURNOVER INCREASE BY COUNTRY (IN BILLION EUR)\* FROM 2017 TO 2018

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.



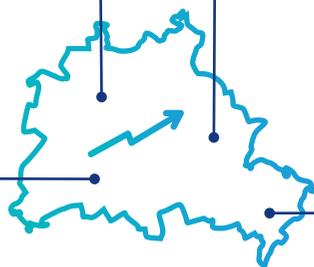
### BERLIN - A HUB FOR BUSINESS AND HEALTHCARE

**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\*

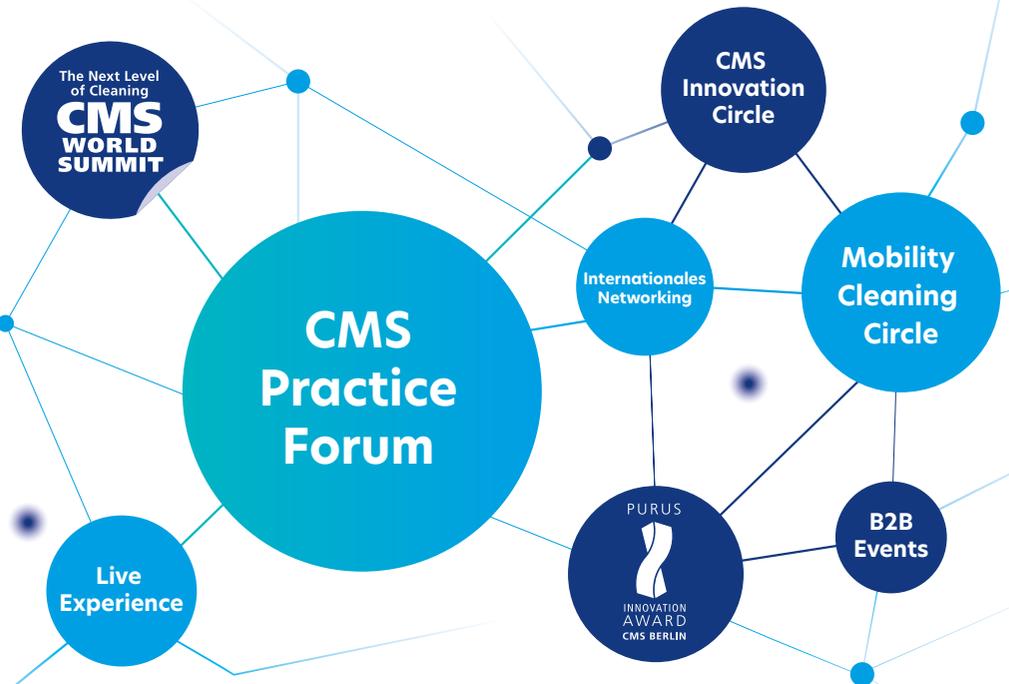
**€ 27 BILLION**  
in healthcare sector  
revenues in Berlin-  
Brandenburg\*\*



\*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\*



of interviewees would recommend visiting CMS Berlin to others.\*



\*Statistics: CMS 2019 report



80  
countries



44  
speaker



96 %  
satisfied visitors\*



93 %  
of the visitors plan to visit CMS Berlin again\*



## 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

 **Messe Berlin**

Messe Berlin GmbH  
Messedamm 22, 14055 Berlin  
T +49 30 3038-2035  
[cms@messe-berlin.de](mailto:cms@messe-berlin.de)  
[www.cms-berlin.com](http://www.cms-berlin.com)

### 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](http://www.cms-berlin.com/contact)

### SUPPORTER CMS BERLIN



Die Gebäudedienstleister

Federal Cleaning  
Trades Association (BIV)  
[www.die-gebaeuedienstleister.de](http://www.die-gebaeuedienstleister.de)



VDMA Trade Association  
for Cleaning Systems  
[www.vdma.org](http://www.vdma.org)

### CONCEPTUAL SUPPORTER

**IHO**

Industrial Association Hygiene and Surface  
Protection for Industrial and Institutional  
Applications  
[www.iho.de](http://www.iho.de)



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