

## New show for the south of Italy

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**Italian correspondent Anna Garbagna looks ahead to a busy autumn in the Afidamp events schedule.**

The objective of the first **Pulire Mediterraneo** exhibition, organised by Afidamp to take place in southern Italy, is to become a new reference point for the majority of countries in the Mediterranean region. It will take place from November 12-15 this year at Etnafiere in Catania, Sicily.

The exhibition aims to reach out not only to Italy but also to Malta and North Africa. This is a very strategic market because 'the extended market' accounts for over 11 per cent of Italian exports which makes it the second largest destination area after the European Union.

Hence the Pulire network is enriched with a brand new hub in the South thanks to the synergy between Afidamp Servizi and AfidampCOM. Pulire Mediterraneo is in fact the first exhibition with the brand Pulire nel Sud dell'Italia (Pulire in Southern Italy).

This project has been in the planning for a long time, as highlighted by Toni D'Andrea, Afidamp Servizi's managing director: "There are numerous open challenges for the cleaning sector in the South of the world and it is important to have an Afidamp and Pulire hub in order to promote excellence in Southern Italy."

The event will be a very intensive four days. "Days of full immersion among innovations displayed by the professionals of the professional cleaning, environment and laundry sectors. There will also be seminars, cultural and institutional events," added D'Andrea.

The characteristics of Pulire Mediterraneo will make it an exhibition of great interest to the sector's operators as well to the end users, with a special attention to those from the ho.re.ca sector. The presence of operators and end users together in Etnafiere and the synergies already in place with the exhibition RistoraHotel (exhibition for the hospitality sector) should mean it will be attended by purchasing managers from catering and hospitality.

The show will also encompass healthcare, carwash, industrial and other sectors linked to cleaning. The new exhibition will take place a short time after Forum Pulire, the congress of integrated services promoted by Afidamp and ONBSI, and it will be organised by Afidamp Servizi. It will take place on September 14-15 at the Unicredit Pavilion in Milan and, for the first time, will cross the Italian borders by becoming an international event for the professional cleaning sector.

'Cleaning as absolute value' will be the theme of Forum Pulire. This platform has pursued excellence since its origin and in 2012 it started on the path of building the image identity of the cleaning sector. To achieve this, it has engaged with the market in order to identify its trends and needs. In line with this choice, the next event will continue to build and consolidate this path supported by brave choices and the achievement of ambitious objectives.