



For over 40 years, ISSA PULIRE has been the leading international trade fair for the professional cleaning, sanitation, and pest control industry. Staged at Fiera Milano in 2023, the popular show featured an expansive exhibition section, hosting nearly 400 exhibitors across a net area of almost 15,000 square meters. Complementing the exhibition were workshops, conferences, and institutional meetings, comprising a total of 40 events with over 100 international speakers.

ISSA PULIRE is widely recognized as the premier gathering for integrated services and facility management, providing a unique opportunity to come together and share experiences of excellence, explore new trends, and check out cutting-edge technologies.

14.529sqm Total Net

Exhibition Space

Total Visitors 20.058 Foreign 33,45%

Geographical Distribution

-Europe 72% -Americas 6% -Asia 13% -Africa 8% -Oceania 1%

Activity

-Distributors 37% -Cleaning Contractors 36% -Manufacturers 18% -Suppliers 6% -End Users 2% -Institutions 1%

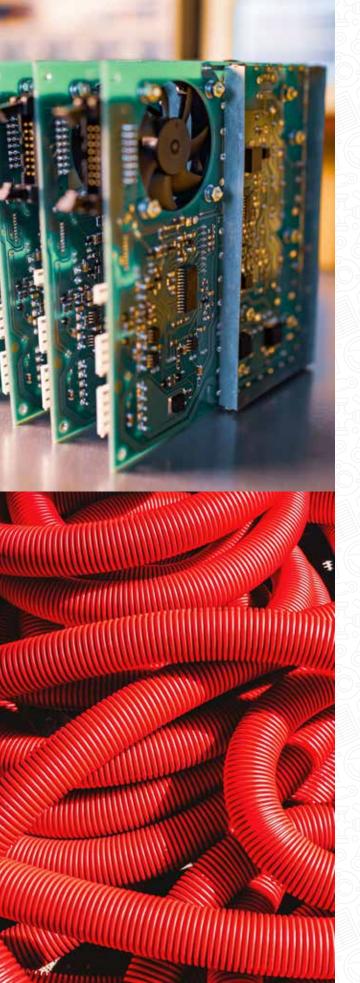


The upcoming 2025 edition is set to be even more significant, with a large number of exhibitors from the previous edition already confirming their participation. A remarkable 75% rate of consensus is reflected in the rebooking campaign.

Building on this success, the ISSA PULIRE TECH Project is a spin-off of the main fair, expanding the already well-established offerings to include new exhibitors representing the components, spare parts, and accessories sector. This addition complements the existing offering of machinery, equipment, chemicals, and paper, providing manufacturers, distributors, and end users with an expanded scope for networking and grasping business opportunities.

Taking place alongside ISSA PULIRE from 27–29 May 2025, ISSA PULIRE TECH will be hosted in Hall 16, adjacent to Halls 8 and 12, which were already occupied in the previous edition. The two areas will be connected by a pedestrian tunnel.

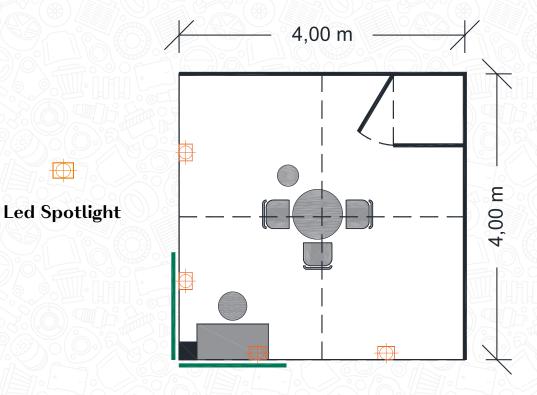
The product offering will cater to both Italian and international businesses operating in the areas of componentry, spare parts and accessories related to professional cleaning, sanitation, and pest control.



Here is a summary of the product categories that will be showcased

moulds, moulds design company moulds factory plastic components, plastic shell wheels and castors screws and bolts hardware for cleaning industry electric cables, sockets, plugs pumps battery electric components water filter valves compressors plastic hoses bag filters and air filters metal connectors and joints electric engines combustion engines metal fittings adhesive labels label printers testing machines boxes and packages nozzles and tools for vacuum cleaners spray noozle for high pressure washers trigger controls hign pressure rubber hoses squeegees for scrubbers pads and brushes rubber products switches and buttons electronic circuits gaskets and sealings protective treatments surface treatment drive belt and gears metal frames sirens, acoustic signals, beacons electric transformers textile products tyres

Shell Scheme Package 16sqm



Technical description

- Wooden walls H300 cm, painted col. white
- Wooden fasciaboard panel H50 cm, painted col white
- Closet 100x100 cm with lockable door
- Moquette col. grey 5

Stand equipment

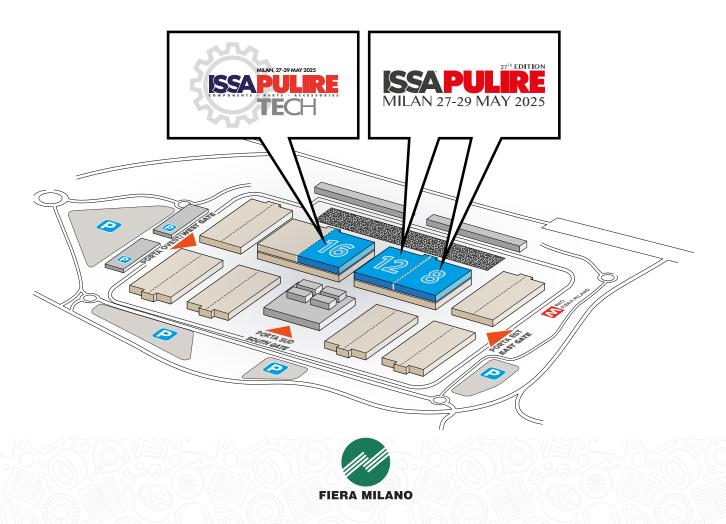
- n.1 counter
- n.1 stool
- n.1 table
- n.3 chairs
- n.1 coathanger in the closet
- n.1 wastepaper basket

Electrical system

- n.1 Electrical panel 3kW
- n.4 Led spotlights
- n.1 Multipin electrical socket

Graphic

 Company name on fascia board panel, 150xH50 cm



About Fiera Milano Exhibition Centre.

Fiera Milano is equipped to meet the needs of all trade fair, exhibition, conference and event organisers. The modern exhibition centre covers a vast area of **20 large pavilions** located on both sides of a 1-kilometre-long pedestrian street, making it one of the largest exhibitions district in the world.

Fiera Milano also offers a wide range of services such as: a variety of solutions for all stand construction, **over 200 dining options** with a wide variety between self-service, snack bar and catering served to make your stay at the Fair more enjoyable, **assistance for trip and accommodation** to make the fair experience as delightful as possible.

The venue is strategically located close to the City of Milan with subway and railway station directly connected to Fiera Milano.

Co-located events

ISSA PULIRE TECH 2025 is also co-located with the trade show **INTRALOGISTICA ITALIA**, the only event in the territory dedicated to the most innovative solutions and automated systems for materials handling, warehouse management, materials storage, sorting and lifting, and **IPACK-IMA MILAN**, the international trade fair of relevance for processing and packaging materials and technologies for the food and non-food world. The co location with this two events will attract industrial companies from the food/nonfood sector, pharmaceutical industry, machines and systems, automotive, etc.

Why Milan?

Milan is well connected to all continents!

Milan is your ideal gateway to Europe with its three international airports (Linate, Malpensa, Orio al Serio), which connect Milan to over 200 destinations around the world with **800 direct flights every day, three major railway stations** (Centrale, Garibaldi, Cadorna), and sits at the intersection of two major highway corridors crisscrossing the EU north-south and east-west, while Paris, Zurich, Frankfurt and Munich all in easy reach by car and fast train.

Milan is the business capital of Italy

At the center of waterways and trade routes since medieval times, Milan has been one of the engines of the European economy since the 1950s, accounting for 10% of the national GDP.

The city is the second in European rankings for having the **fastest growing new firms.**

Milan is home to **over 390,000 firms and over 5,000 international companies**, the latter employing over half a million people. It has a large financial industry (11,000 banks and funds: the Italian stock exchange is here) and a blossoming fintech sector (200 startups, out of a city total of 2,500 in all industries).

Business, leisure, art... Milan has it all!

Today Milan is a city with style, where business and leisure, sports and culture can be harmonized to form a complete enjoyable experience.

From the **Opera at the La Scala Theatre to the Da Vinci's Last Supper painting**, from the astonishing architecture of **Duomo cathedral** to the new Olympic Village that will welcome the athletes of **Milano Cortina 2026 Winter Olympics**, Milan has everything to offer: art, food and entertainment to stimulate the senses and the mind thanks to its special mix of innovation, tradition and quality of life.



