



Gerry Goldberg

## CleanScene here to stay

**GERRY GOLDBERG**, national president of the National Cleaning Suppliers Association (NCSA), reveals the grand successes of the previous CleanScene Cleaning and Hygiene Expos and the subsequent signing of a contract for a further three expos.

**T**he success of the CleanScene Cleaning and Hygiene Expos over the past years means the show will continue to grace Australia's cities for the next couple of years. The enthusiasm of exhibitors to participate, which is clear due to the large amount of space that has already been sold for next year's show in Sydney, and the keenness of the industry to attend the show, which is clear from previous counts, will see this expo being around for many years to come.

### THREE MORE SHOWS ENSURED

A new agreement for a further three CleanScene Cleaning and Hygiene Expos has been signed. The previous contract would have been concluded with the show that will be held in Sydney in October 2012.

The new contract was signed by Marie Kinsella, chief executive officer of Australian Exhibitions and Conferences (AEC), the trade fair and exhibition organisers involved, and myself earlier this year after the success of the Melbourne CleanScene Expo. AEC organises numerous trade fairs and exhibitions throughout the country.

### SUCCESSIVE SUCCESSSES

The fact that the Melbourne CleanScene Expo was so successful, combined with the fact that the 2009 Sydney CleanScene Expo was highly popular and fruitful, guided the board of the National Cleaning Suppliers Association (NCSA) to make the decision to sign a new contract for a further three CleanScene Cleaning and Hygiene Expos.



The CleanScene Expo that was held in Melbourne in April 2011 was by far the largest and most successful cleaning and hygiene trade show ever held in Australia, in terms of both exhibitor numbers and the number of visitors. In addition, a highly successful seminar series was run concurrently with the show. The NCSA board was so impressed with the outcome of these shows, it made an immediate decision to ensure the continuance of the CleanScene Expos.

### EXHILARATED EXHIBITORS

The NCSA has also been highly impressed with AEC's organisation and operation of the show. This is another reason why the association decided to sign a new contract. With AEC's organisation operating so efficiently, exhibitors were extremely keen to keep the series going.

The CleanScene Expo that was held in Melbourne in April 2011 drew 108 exhibitors and more than 4000 visitors. But, this is nothing when it comes to the large amount of exhibitors and visitors expected for the CleanScene Expo that will be held in Sydney in October 2012. The NCSA has great expectations for this show.

The show that is being held in Sydney a year hence is already 60 percent sold, so enthused were the exhibitors, and it is anticipated that an even larger show will result next year.

However, the exciting news from the NCSA about the CleanScene Expo continues. In addition to the ensured continuation of the show and the prolific participation predicted, the show will be invigorated with the addition of even more attractions.

The NCSA is looking to expand the seminar series to be held at the CleanScene Expo. There are now so many exciting topics developing in cleaning and hygiene that running just eight lectures simply cannot do justice to these developments. The CleanScene Expo is here to stay and the show will, no doubt, only improve year after year. **FM**

**More information**  
National Cleaning Suppliers Association  
[www.ncsa.org.au](http://www.ncsa.org.au)