

Media Release
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CleanScene – launch of a new National Trade Show

The National Cleaning Suppliers Association (NCSA) and Australian Exhibitions & Conferences (AEC Pty Ltd) are pleased to announce the launch of a brand new National Trade Show, CleanScene: The National Cleaning & Hygiene Expo.

CleanScene will showcase the latest in cleaning equipment and supplies for the commercial cleaning sector.

It will also include features of interest to industries where a high level of hygiene and cleanliness is of importance, such as healthcare, aged care, hospitality, food and beverage and the public sector.

Of the feature areas, a key one will be the environment. The CleanGreen Feature will incorporate cleaning products and services that are either eco-friendly, are made of recycled material, can be recycled or which use significantly reduced amounts of water.

Feature areas will be just one of a number of initiatives designed to make a visit to CleanScene a completely interactive experience. Other activities will include various networking opportunities, such as the NCSA Dinner, as well as their series of informative industry seminars. After all, facilitating opportunities for previously unknown customers and suppliers to engage, face to face, in meaningful business discussions is the unique nature of trade shows.

CleanScene will also host an interactive product demonstration area where anything from spill containment products, through to heavy duty sweepers, will be demonstrated in front of a live audience. In many instances the demonstrations will allow prospective customers to investigate new products or services to a level not normally possible, due to the type, or size, of the product involved.

Co-located with The Safety Show Sydney, New South Wales' largest workplace safety event, CleanScene will take place between 27- 29 October 2009.

"We see the co-location of CleanScene alongside The Safety Show to be of major benefit to our member exhibitors" said Gerry Goldberg, National President, NCSA, "... especially in view of the large crowds that attend all of the Safety Shows".

Organiser, Marie Kinsella of AEC Pty Ltd stated, there is a strong synergy between the cleaning and safety industries. OH&S is as relevant to cleaning as any other industry. Cleaning companies need height safety equipment, non slip mats and protective clothing just like pharmaceutical or car manufacturers. Whilst the requirements for cleanliness and hygiene for food and beverage production, are of course obligatory, she pointed out.

The inaugural CleanScene show will be held between 27 - 29 October at Sydney Showground, Sydney Olympic Park. For more information contact AEC Pty Ltd on 03 9654 7773.

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