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EXPOdetergo International on Schedule to Open Next Year

International exhibition planned for October 2022

Writer

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MILAN, Italy – Expo Detergo and **Fiera Milano** recently announced that the 19th EXPOdetergo International, titled “Reset. Restart together,” will take place October 21-24, 2022, at the **Fiera Milano** Fairgrounds, located in Rho, Italy, near Milan. The exposition of equipment, services, products and accessories for the dry cleaning, laundry, ironing and textile care industry will focus on, among other topics, eco-sustainability, digitalization and sanitization.

“We are looking to 2022 with confidence because we believe that EXPOdetergo International is important in guiding companies towards recovery,” says Marco Sancassani, president of EXPOdetergo International. “We are well aware of the challenging times we are facing. Thus, we feel it is our duty to offer an event that is a unique opportunity for promotion, business and discussion to both our members and to everyone in the industry; an event which is able to attract visitors and exhibitors from all over the world. It is certainly a great challenge, but I see the same fighting spirit that has already enabled us to achieve important results in the past, even in difficult times for the industry.”

Organizers say that the EXPOdetergo International 2022 is designed to offer a unique and highly innovative showcase to act as a driver for business development for an

industry still recovering from the pandemic and its global economic fallout.

To kick off the event, organizers are offering an early booking opportunity for the 2022 event. Exhibiting companies that apply by Oct. 31, 2021, will receive a 27% discount.

“Companies have been working for months to restart their business and **Fiera Milano's** commitment is, together with Assofornitori and Expo Detergo, to support them, offering an event in which the sector can recognize itself and boost its development, says Paolo Pizzocaro, exhibition director of EXPOdetergo International. “With 277 exhibitors (36% from abroad) and 20,756 operators (45% from abroad), the last edition attracted professionals from the five continents, confirming the global importance of this event.”

For more information and a downloadable brochure, visit expodetergo.com.

