

Trade fair newcomer Clean Pro Expo off to a promising start, already attracting numerous exhibitors

- **Strong launch as initial annual target is substantially exceeded and hall planning gets underway**
- **A clear focus on emerging topics for trade professionals in the German-speaking region of Europe**

Friedrichshafen – The Clean Pro Expo, which will have its debut at the Friedrichshafen exhibition grounds from September 15 to 17, 2026, is already being well received by the exhibitor community in the early registration phase. “We are delighted by the enthusiastic response and the trust the industry is placing in the Clean Pro Expo. Although the sales process is only in its early stages, we are receiving new registrations every day and have already significantly exceeded our initial annual target. The fact that we can now begin planning the layout of the halls ahead of schedule demonstrates the clear momentum our new trade platform has developed,” says Holger Ewald, Project Manager of the Clean Pro Expo.

Participation has been confirmed by renowned brands such as Gottlob Stahl Wäschereimaschinenbau GmbH; manufacturers such as Johannes Kiel KG; trading groups such as GVS Group, Vogt GmbH, Scheitlin Papier GmbH, and Sigron Handels- & SchulungsgmbH; and service providers such as Neumann & Neumann Software und Beratungs GmbH. All this interest underscores the need for a new professional trade fair for modern cleaning solutions and building services in the heart of Europe’s German-speaking region.

The Clean Pro Expo brings together professional cleaning services, hygiene solutions, and facility management in a focused fair format aimed at trade visitors from southern Germany, Austria, Switzerland, and northern Italy. The 2026 premiere is expected to feature around 200 exhibiting companies spread across two halls totaling 12,600 m².

Key themes for a practice-oriented industry platform

Professional users today demand solutions that blend efficiency, technology, and practical benefits. Against this backdrop, the Clean Pro Expo offers

solutions specifically tailored to the needs of building cleaning and facility management. It also serves other user segments where modern cleaning technologies play a key role, including hotels, restaurants, and tourism businesses, as well as industry, healthcare, and public institutions.

Thomas Grunewald, initiator of the fair and Head of Guest Events at Messe Friedrichshafen, explains: "The Clean Pro Expo addresses the precise priorities of the industry today: robotics, digital transformation, sustainability, and recruiting and retaining skilled workers. It gives companies a perfect opportunity to showcase innovations and engage strategically important target groups across the Lake Constance borderlands region. Together we are building a strong new trade fair format that will bolster the cleaning industry on a lasting basis."

Support also comes directly from the industry. "As a trade fair covering the entire DACH region and northern Italy, the Clean Pro Expo is the ideal meeting place for decision-makers. By prioritizing innovation, quality, and exchange, the format will remain essential in the years to come," emphasizes Florian Stier, owner of Gebäudereinigung Stier in Ravensburg. Uli Zoller, Managing Director of Vogt GmbH, adds: "Finally, a trade fair in the vibrant south! The Clean Pro Expo fills an important gap, and the tri-border area as a central meeting point immediately convinced us. That is why we are traveling to the fair not alone but accompanied by our GVS partners: Scheitlin (Switzerland) and Sigron (Austria). In addition to professional exchange, our top priority is that the venue fosters sustainability by minimizing travel distances for both exhibitors and visitors, which conserves resources and strengthens regional networks."

The trade fair is accompanied by a top-tier supporting program for trade professionals with a focus on automation, sustainability, recruitment, and skills development. With the organization of the program always guided by the principle of "by practitioners, for practitioners," panel discussions, workshops, and practice-oriented presentations will provide the opportunity for in-depth exploration of key trends affecting the industry.

Further information is available at: www.messe-friedrichshafen.de and www.cleanpro-expo.de

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About Messe Friedrichshafen

Messe Friedrichshafen GmbH is one of Germany's leading trade fair companies and is located at the scenic meeting point of four countries along the shores of Lake Constance. Founded in 1950 to bolster the region's economy, it has made a name for itself worldwide as an organizer and marketer of leisure and trade exhibitions. Its extensive portfolio includes congresses, corporate and sporting events, television productions, and live concerts. Each year, Messe Friedrichshafen attracts hundreds of thousands of visitors and thousands of exhibiting companies from more than 100 countries to Lake Constance. With a total of 87,500 m² of exhibition space, the venue features twelve exhibition halls, two multifunctional foyers, and two open-air areas in the inner courtyard measuring 15,500 m². Additionally, the Static Display area spans 20,000 m² and provides exceptional opportunities for engaging and dynamic trade fair experiences. The exhibition grounds, which are compact in design and include the Fair Lake adjacent to the airport as well as halls equipped with hangar doors, can accommodate a wide range of possible uses.

About the Clean Pro Expo

The Clean Pro Expo is a new trade fair for professional cleaning and facility management in southern Germany, Austria, Switzerland, northern Italy, and neighboring markets such as France, the Czech Republic, and Liechtenstein. Starting in 2026, it will be held every two years at the Friedrichshafen exhibition grounds and serve as a platform for emerging topics, market trends, and cross-industry exchange. The event will be accompanied by a conference program that highlights and explores current industry topics in depth while fostering discussion among professionals.