

Clean Pro Expo makes a successful debut as a new industry meeting place in the Lake Constance region

- **Live demos and the supporting program put the spotlight on current industry topics**
- **Exhibitors praise the location, trade fair concept, and quality of professional contacts**

Friedrichshafen, Germany – Autonomous cleaning machines in the exhibition halls, drones at work on building façades, and a cleaning robot that really drew crowds: Clean Pro Expo offered visitors a hands-on experience of the latest technologies in professional cleaning. From September 15 to 17, the international trade fair for cleaning technologies and solutions in Friedrichshafen brought together some 4,200 trade visitors and 187 exhibiting companies. Visitors could experience the full spectrum of professional cleaning across two exhibition halls and the outdoor exhibition area, with numerous opportunities to try out solutions, network and exchange expertise. “The premiere of this event demonstrated that Clean Pro Expo works as an industry meeting place and a platform for professional exchange. The response confirms that Friedrichshafen, with its location at the heart of the Lake Constance borderlands region, is the right venue for an event of this kind,” say Messe Friedrichshafen CEO Klaus Wellmann and Project Manager Holger Ewald.

Successful debut meets demand in the south

The participating companies also confirm that Clean Pro Expo, with its location in Friedrichshafen, meets a clear need in southern Germany and neighboring markets. “We have a strong presence in southern Germany, so Friedrichshafen is an ideal location for us,” says Simone Bäumer, Board Chair of Highclean Group eG. The region is also an important sales market for cleaning and hygiene technology specialty wholesaler Vogt GmbH. “There has long been demand for an event like this, particularly here in the south. Many of our customers came to see us at the fair because Friedrichshafen is so easy for them to get to,” confirms Uli Zoller, Managing Director of Vogt GmbH. Chadlin Wells, Commercial Director at Jeikner GmbH & Co. KG, reaches a similar conclusion: “Friedrichshafen is a very good location for us because it allows us to reach contacts from the Munich area as well as Switzerland and Austria.”

Hands-on experience and expertise take center stage

In addition to the exhibitor booths, the Demo Area gave trade visitors the opportunity to experience cleaning machines and robotic solutions under realistic conditions and engage directly with manufacturers. The lecture stage in the East Foyer offered expert insights into current topics in professional cleaning. The three-day program focused on topics including digitalization, automation, sustainability, and the challenges relating to staffing and recruiting skilled workers. The Hospitality and Networking Lounges provided additional space for conversation and professional exchange and were well received by participants. "They provided a great setting for more in-depth technical discussions," reports Uli Zoller. Simone Bäumer also confirms this: "We were very impressed by the lounges. Overall, the atmosphere was welcoming, professional, and pleasant."

Face-to-face interaction delivers added value

Exhibitors particularly emphasize the quality of professional contacts and the depth of the discussions held on site. Stefanie Faigle, International Marketing Manager at Wetrok AG, highlights the value of presenting products in person, something only trade fairs can offer: "At a trade fair, we can show the people behind our company and products, demonstrate our machines in action, and let visitors experience their quality firsthand."

Personal exchange is equally important for young companies such as Tepto Robotics. "We of course do a lot of networking online and through social media, but at a trade fair it is much easier to establish contact in person and meet people face to face whom you previously knew only through digital channels," says Managing Director Tobias Wiebe. The spectrum of contacts ranged from other manufacturers and partners to end customers. "The discussions were very productive, and there was also strong interest in purchasing our products," he says.

Stefan Lehmann, Sales Manager Europe at Edi Baur AG, also reports high-quality professional contacts: "We were particularly pleased with the opportunity to engage with numerous service providers from Germany and abroad who demonstrated considerable interest in our products," he explains.

Exhibitors were also positive about the concrete business opportunities generated at the event: "We had already exceeded our lead-generation target by the second day of the trade fair," reports Chadlin Wells of Jeikner. "Trade fairs are particularly important for our capital goods because prospective customers can experience the products firsthand on site and try them out for themselves," he adds.

The positive response to the premiere is also reflected in exhibitors' plans for the future. Several exhibitors indicated during the event that they intend to return to Friedrichshafen in 2028. "We see great potential in the event," Stephanie Faigle concludes. The next Clean Pro Expo will take place from September 12 to 14, 2028.

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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.