



BALANCE OF PULIRE ESPAÑA, OUTLINED BY THE ORGANIZERS

The heart has won once again, even in Madrid. We used for many months, in the ads for Pulire España 2010, the red heart of passion, the unconscious will of expressing the desire for continuity and success even if recent events, especially in Spain, were at times discouraging.

The fair has just ended and that heart is bigger and redder than ever. 10.620 participants against the 9.658 of previous edition, an increase of the visitors of 10% against a decrease of the exhibitors of 42% and of the occupied square meters of 49%.

Fairs are made by exhibitors and visitors. Usually they increase proportionally. It's strange that the tribute was paid only by one of the parts, and in such an evident way. Let's ask us why.

Can we say that everybody came from Madrid saving on travel expenses? No, we can't. Only 40% of the visitors came from Madrid, the rest (60%) came from Barcelona, Valencia, Alicante, Malaga, etc. Exactly like two years ago.

Can we say that there were other events in IFEMA that have attracted visitors from other events? No, we can't. During the exhibit day no other event took place in the other pavilions.

Can we say that the institutional Spanish world of cleaning was united in supporting the Pulire project? No, we can't. Only a few months before another cleaning fair and another association tried to take the attention off Pulire.

We can't lie. We must say that Pulire España was a great surprise. It was a demonstration of loyalty by part of the exhibitors that have believed in us and thanked us with gratefulness and affection. It was a demonstration of maturity of the market that recognizes Pulire España as a valuable event for the sector, an occasion to learn and share. It was a victory for those who believed in it, for those who wanted it despite the dreadful expectations on its outcomes. It was a beautiful edition and exhibitors and



visitors were both satisfied. It was an occasion to redraw commercial geography and the relations of the cleaning market in Spain, but not only. It was a festival of dignity, reliability and loyalty.

It was the occasion to draw a future opportunity in the Spanish market, in which we all believe.

Toni D'Andrea, Executive Director of Afidamp Servizi, society organizing the fair PULIRE ESPAÑA.