



PRESS RELEASE

CMS Berlin 2021 launches digital offer

CMS will again be held live in 2023 at the Berlin exhibition grounds

Berlin, 16 April 2021 – The next in-person CMS Berlin on the Berlin Exhibition Grounds will take place according to schedule in 2023. This is due to the ongoing coronavirus pandemic. “As Europe’s leading international trade fair for the cleaning and hygiene industry we not only want to present customers with cleaning industry products, innovations and solutions, but also provide a platform for face-to-face meetings“, said Heike Hemmer, the project director for CMS Berlin. “Following in-depth discussions with our supporting associations we jointly agreed to reschedule the next in-person CMS Berlin for 2023.“

Starting on 21 September 2021, an additional virtual platform will be available for the industry. Preparations are under way together with the sponsoring associations ahead of CMS Berlin 2023.

Frank Ulbricht, chairman of the Cleaning Systems Trade Association in the VDMA: “The cleaning industry needs face-to-face contact with partners and customers from Europe and the whole world. The opportunities for that will remain limited for the foreseeable future. We therefore welcome the decision to focus on 2023 and hold CMS again in its customary and successful form.“

The next CMS Berlin will take place from 19 to 22 September 2023 on the Berlin Exhibition Grounds. In order to make use of the intervening period, CMS Berlin will provide a virtual platform starting on 21 September 2021. Under the heading CMS Plus, exhibitors will be able to present products and services from every branch of the commercial cleaning industry 365 days a year. At the same time, the platform will let trade visitors get information, exchange ideas and network. The service will be regularly expanded.

Thomas Dietrich, national guild master of the Building Cleaning Trade (BIV): “Due to the ongoing pandemic it is right to offer safe and innovative alternative concepts to the four-day in-person event. What is clear is that at a time at which cleaning, hygiene and cleanliness are vital to the system, it is more important than ever to promote information and dialogue. CMS Plus can be a fascinating first platform concept for that purpose.“

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Markus Häfner, chairman of the Building Cleaning Department of the Hygiene Industry Association (IHO): "We support the joint decision to focus on CMS Berlin as an in-person event in 2023. It affords all exhibitors and partners a new perspective."

Matthias Steckmann, divisional head at Messe Berlin: "By offering a virtual platform, CMS Berlin can react highly flexibly to the latest developments. We see CMS Plus as being an important future part of the trade fair concept of exhibiting the cleaning industry's innovations. We are thus consistently implementing Messe Berlin's overall "Messe Plus" concept."

About CMS Berlin

Occupying an area of more than 31,000 square metres in the halls and on the outdoor display area, around 450 exhibitors, the highest number to date, took part in CMS Berlin 2019. Coming from 25 countries, they provided a comprehensive overview of the products and services from every branch of the commercial cleaning industry. Some 25,000 representatives of the industry, including around 21,000 trade visitors from 80 countries and every cleaning market, came to the four-day cleaning trade fair to find out about the latest products and services on the commercial cleaning market.

CMS Berlin is organised by Messe Berlin GmbH. The following associations are supporting the event: the Federal Guild Association of the Cleaning Trade (BIV), Bonn, the Cleaning Systems Trade Association in the German Mechanical Engineering Industry Association (VDMA), Frankfurt/Main, and the Hygiene Industry Association (IHO), Frankfurt/Main.

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