EXPODETERGO INTERNATIONAL CLOSES ON A HIGH NOTE, WITH VISITOR NUMBERS UP 25% AND AN INCREASINGLY INTERNATIONAL AUDIENCE

More than 21,000 trade visitors at Fiera Milano, 48% of them from abroad, representing 123 countries. Four days of networking, business and innovation confirm the show's position as a leading international event for the professional and industrial laundry sector.

Milan, 30 october 2026 – EXPOdetergo International has closed on a very positive note, turning **Fiera Milano** into a meeting point for the global professional laundry, hygiene and textile care community over four days. The show attracted a large, highly qualified audience, connected markets from around the world and showcased the innovations reshaping the industry.

The success of this edition is reflected above all in the **more than 21,000 trade visitors**, up 25% on the previous edition – a particularly significant achievement in a challenging market environment. Almost one in two visitors came from abroad, with **international attendees accounting for 48% of the total**. In all, industry professionals travelled to Milan from 123 countries, confirming EXPOdetergo International's ability to attract key industry players and foster new business relationships and opportunities on a global scale.
The countries recording the highest visitor numbers included **Germany, Spain, France, Switzerland, Belgium and the Netherlands**. Participation from outside Europe was also significant, with industry professionals travelling from countries including **Brazil, the United States, China and Japan**. This broad and diverse international presence further strengthens the show's global outlook and its role as a platform connecting supply and demand.

The breadth of the exhibition offering was another key factor behind the show's success. **A total of 245 companies, including 155 Italian and 90 international exhibitors from 26 countries**, presented products, technologies and services covering the entire professional and industrial laundry supply chain. From established solutions to the latest innovations, the exhibition offered a comprehensive overview of the market, enabling visitors to engage directly with leading industry players and explore new opportunities to improve performance, quality and efficiency. Sustainability, automation and digitalisation once again emerged as key drivers of industry development, alongside the growing use of artificial intelligence and new technologies to optimise processes.

The programme of conferences and meetings also received a positive response, complementing the exhibition with opportunities to explore and discuss the issues currently shaping the industry. From the application of artificial intelligence to production processes and the evolution of textile care to new approaches to materials design, as well as the challenges of training and attracting new talent, the programme provided practical insights into ongoing developments and the sector's future prospects.

The results of this edition reaffirm the strength of EXPOdetergo International: a show that combines a **comprehensive exhibition offering**, a **high-quality international audience** and **content that addresses the real needs of businesses**. The significant increase in visitor numbers, together with the wide range of markets represented, highlights the vitality of the industry and the importance of an event that continues to create opportunities for networking, knowledge exchange and growth across the entire supply chain.