



QATAR EDITION



28 JUNE 2026



DOHA, QATAR

# QATAR... AHLAN WA SAHLAN TO EDITION TWO!

The Ultimate Gathering for Cleaning,  
Hygiene & Soft FM Professionals in Qatar.

[cmec.cleanmiddleeast.ae](http://cmec.cleanmiddleeast.ae)





# EVENT OVERVIEW

Building on the success of its previous edition, recording 400+ registrations, 150+ attendees, and participation from 17+ industry experts, the Clean Middle East Conference: Qatar Edition returns as a high-impact platform for professionals shaping the region's cleaning, hygiene, and soft facilities management landscape.

Designed for both decision-makers and practitioners, the conference addresses the critical realities influencing hospitality, healthcare, and commercial facilities today, ranging from operational risk and compliance to performance optimisation and sustainability.

CMEC Qatar delivers focused insights and expert-led discussions grounded in real-world experience, enabling informed decision-making, operational excellence, and long-term value creation.

More than an industry gathering, it is a platform for leadership, collaboration, and progress, driving the future of cleaning, hygiene, and soft FM across the region.



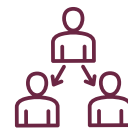
# 2025 IN NUMBERS



**17+**  
Speakers



**400+**  
Registrations



**150+**  
Attendees



**4+**  
Networking  
Hours

# ATTENDEE SNAPSHOT



**Hospitality  
Professionals**



**Laundry  
Professionals**



**Senior  
Housekeeping  
Professionals  
of Hotels**



**Soft FM  
Service Providers**



**Healthcare and  
Infection Control  
Professionals**



**Food Hygiene  
and Safety  
Professionals**



**Educational  
Institutions**



**Sustainability  
Experts**



**Cleaning Industry  
Associations and  
Organizations**



**Regulatory  
Authorities**



**Industry  
Consultants and  
Experts**



**Shopping malls**



**Airports**



**Cleaning Chemical  
and Equipment  
Manufacturers and  
Distributors\***

# AGENDA



2:05-2:15 PM

KEYNOTE ADDRESS

2:20-3:00 PM

PANEL DISCUSSION

*Cleaning at Scale: Managing Risk in High-Traffic, High-Expectation Facilities*

3:00-3:15 PM

ONE-ON-ONE INTERVIEW

*Linen as a Clinical Surface: Should Healthcare Textiles Be Governed Like Medical Devices?*

3:20-3:30 PM

AUDIENCE ACTIVITY

3:30-4:10 PM

PANEL DISCUSSION

*Hand Hygiene Across Shared Spaces: One Principle, Different Realities*

4:20-5:00 PM

PANEL DISCUSSION

*When Green Conflicts with Clean: Making ESG Decisions Without Compromising Health, Safety & Compliance*

5:10-5:30 PM

FELICITATION CEREMONY

## DIAMOND SPONSOR

(EXCLUSIVE)

AED 40,000

- Opening Address
- 2 min video presentation at the forum
- Tabletop (Dedicated tabletop to showcase your company products)
- Full page advert in any one issue of Clean Middle East Magazine
- Pop-up banner on the forum website until 10 days after the event
- Dedicated space Roll-up banner in the networking area.
- Dedicated sponsorship announcement - 1 newsletter & 1 social media post
- Logo placement on the forum website
- Logo on the conference backdrop
- Logo on e-invitation
- Logo in the forum advert in Clean Middle East magazine
- Logo placement in all newsletters & relevant marketing collaterals
- Brand exposure to post -event promotions

## GOLD SPONSOR

AED 35,000

- 1 min video presentation at the Forum
- Tabletop (Dedicated tabletop to showcase your company products)
- Half page advert in any one issue of Clean Middle East Magazine
- Dedicated sponsorship announcement - 1 newsletter & 1 social media post
- Logo placement on the forum website.
- Logo on the conference backdrop
- Logo on e-invitation
- Logo in the forum advert in Clean Middle East magazine
- Logo placement in all newsletters & relevant marketing collaterals
- Exposure to post-event promotions

## SILVER SPONSOR

AED 30,000

- 30 sec video presentation at the forum
- Quarter page advert in any one issue of Clean Middle East Magazine
- Dedicated sponsorship announcement - 1 social media post
- Logo placement on the forum website
- Logo on the conference backdrop
- Logo on e-invitation
- Logo in the Forum advert in Clean Middle East magazine
- Logo placement in all newsletters & relevant marketing collaterals

## F&B SPONSOR

(EXCLUSIVE)

AED 20,000

- Branding in the lunch and coffee networking area
- Dedicated sponsorship announcement – 1 social media post
- Logo placement on the forum website
- Logo on e-invitation
- Logo in the Forum advert in Clean Middle East magazine
- Logo placement in relevant marketing collaterals

## LANYARD & BADGE SPONSOR

(EXCLUSIVE)

AED 20,000

- Exclusive Lanyard & delegate badge branding
- Dedicated sponsorship announcement – 1 social media post
- Logo placement on the forum website
- Logo on e-invitation
- Logo in the forum advert in Clean Middle East magazine
- Logo placement in relevant marketing collaterals

## SESSION SPONSOR

AED 10,000

- Logo on the session slides
- Company mention before and after the session
- Dedicated sponsorship announcement – 1 social media post
- Logo placement on the Forum website
- Logo on e-invitation
- Logo in the Forum advert in Clean Middle East magazine
- Logo placement in relevant marketing collaterals

## TABLE TOP

AED 12,000

- Logo on Forum website
- Dedicated sponsorship announcement – 1 social media post
- Dedicated Tabletop space (outside the conference area)
- Logo in the Forum advert in Clean Middle East magazine
- Logo placement in relevant marketing collaterals

# TRUSTED BY THE INDUSTRY

”

Clean Middle East delivered an outstanding event that brought industry leaders, decision-makers, and end users together under one roof. Platforms like this are essential for industry growth and technology adoption, and we look forward to more initiatives in the future.

**-Ammar Hayek**

Managing Director,  
Azoss Trading & Cleaning



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I would like to thank Clean Middle East for an enriching conference that enabled meaningful discussions on new technologies, ideas, and the key challenges facing our industry today. Each edition brings fresh perspectives and learning, and we wish the team continued success.

**-Habib Haddad**

Managing Partner, Assiyana  
Facilities Management



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Thank you to Clean Middle East for creating a valuable platform that brings industry professionals together to discuss key topics and shared challenges. It is a meaningful opportunity for collaboration and knowledge exchange across the sector.

**-Zhennia Cheng**

Director of Housekeeping,  
In-Charge of Residences Operations,  
InterContinental® Doha Beach & Spa,  
InterContinental® Doha Residences



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