



UAE EDITION

10 OCTOBER, 2024
JW MARRIOTT HOTEL MARINA
DUBAI



POST SHOW REPORT 2024



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The Clean Middle East Conference, held on October 10 at the JW Marriott Hotel Marina, Dubai, united over 300 industry professionals, marking a milestone for the UAE's cleaning and hygiene sector. Representatives from hospitality, food service, healthcare, and soft facility management sectors gathered to discuss innovations and future trends.

For the first time, CMEC successfully hosted three dynamic segments simultaneously - the main conference covering the laundry, Housekeeping & Soft FM sector, Healthcare Hygiene Workshop, and Food Service Hygiene Dialogue - offering a comprehensive platform for industry insights and collaboration.

The main conference at CMEC UAE 2024 featured over 20 expert speakers and four interactive sessions on sustainable hygiene practices, cultural sensitivity in housekeeping, and automation in hygiene management, providing attendees with strategies to tackle emerging industry challenges. Concurrently, the Healthcare Hygiene Workshop gathered infection control leaders to share best practices tailored for healthcare environments. Additionally, the exclusive and invite-only Food Service Hygiene Dialogue focused on food safety innovations and the crucial role of automation in upholding high standards within the food industry.

With participation from over 9+ countries, CMEC UAE 2024 fostered valuable connections among suppliers, service providers, and industry influencers. The event successfully positioned itself as a premier networking platform, encouraging collaboration and knowledge exchange to drive industry growth in the Middle East.



3
Dynamic segments

34
Speakers

600+
Registrations

8+
Countries

300+
Delegates



ATTENDEES

- Senior housekeeping professionals across hotels and hospitals
- Soft FM service providers
- Healthcare and infection control professionals
- Food hygiene and safety professionals
- Educational institutions
- Shopping malls
- Sustainability experts
- Cleaning industry associations and organizations
- Regulatory authorities
- Industry consultants and experts
- Hospitality professionals
- Airports
- Cleaning chemical and equipment manufacturers and distributors

Newsletter

Audience **27K+**

Open rate **23%**

Click rate **4.5%**

Social Media

Followers **17K+**

Impressions **4.5%**

Engagement rate **4.2%**





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EVENT BREAKDOWN

Main Conference

The Clean Middle East Conference - UAE 2024 brought together 20 industry experts across four insightful sessions, addressing key topics such as sustainable hygiene practices, cultural sensitivity in housekeeping, and automation in hygiene management. The event offered actionable strategies for overcoming industry challenges and concluded with a prestigious felicitation ceremony, honoring trailblazers in the cleaning and hygiene sector.



Healthcare Hygiene Workshop

The Healthcare Hygiene Workshop featured 2 renowned speakers leading a certified training tailored for healthcare professionals. Spanning four focused sessions, the workshop covered essentials such as hand hygiene, PPE usage, environmental cleaning, and sterilization techniques. Participants were awarded certificates of completion, recognizing their commitment to infection prevention and control.



Food Service Hygiene Dialogue

The Food Service Hygiene Dialogue gathered leading authorities and experts from the food hygiene sector, with 12 specialists engaging in this exclusive, invite-only roundtable. The discussions centered on regulatory compliance, best practices in food handling, sanitation protocols, and cutting-edge innovations. This event promoted collaboration and knowledge sharing, driving advancements in food safety and upholding the highest hygiene standards.





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MEET OUR SPEAKERS



Dr. Hassam Chaudhry

Associate Professor
Heriot-Watt University, Dubai



Anas Gahshan

Head of Facility Management & Sustainability
Kaizen Asset Management



Richa Agrey

Director of Operations
ProServ Hospitality Services, Dubai Zone



John Manohar

Cluster Director of Housekeeping
J5 Hotels



Mohamad Abou Laban

Managing Director
OCS



Tatjana Ahmed

Director of Housekeeping
Grand Hyatt Dubai



Andrea Yoko

Senior Vice President - Technical Support
AG Facilities Solutions



Maryke Tredoux

Head - Soft Services
Ithra Dubai



Suman Basu

Executive Housekeeper
MovenPick Hotel Dubai



Trishna Hundal

Cluster Director of Housekeeping
IHG Festival City



Mohamed Ziada

Executive Housekeeper
LA Suite Dubai Hotel



Rekha Harikumar

Facilities Management
Rons Envirocare



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Shrey Grover

Executive Housekeeper
Citymax Hotels Al Barsha



Megan Amerson-Brown

PhD, MLS, CIC
CBIC Board of Directors



Jon Mahood

Chief Financial & Commercial Officer
Laundryheap



Ram Chena

Director of Housekeeping
Park Hyatt Abu Dhabi Hotel And Villas



Subhojit Banerjee

Director of Housekeeping
Atlantis



Ing Paul Harleman

Global Application Manager
Chief editor FHCS Professional Hygiene
Magazine Member of the technical committee
of the Dutch Association for Cleaning
Research (VSR)



Varun Asser

Senior Manager, Global Accounts MEA
Diversey



Hossam Abdelkader

Development Manager
(Sustainability & Accessibility)
Intertek Cristal



Alan Zering

EMMEA region Managing Director
Intertek Cristal



Tapan Vaidya

CEO
Papa John's



James Smith

Support Services Director
Emrill



Michelle Tredoux

Chef Instructor- Cold and Hot Kitchen
ICCA



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Samrat Sharma

Director Operations - Kitchens
Talabat



Aswathy Chulliparambil

Senior Food Safety Consultant
Rentokil Boecker



Bobby Krishna

Senior Specialist, Food Safety Department
Dubai Municipality



Hariom Singh

Chief Sales Officer
Dhofar Global



Rita Abou Obeid

Managing Partner Specifico and Co-Owner
Pawdy Neighbors pet friendly Bistro & Spa



Shelendra Singh

Health, Safety & Environment Manager
Kitopi



Javeria Aijaz

Managing Director
HITEK



Pandurangarao Dhamangav

Laundry Manager
The Ritz-Carlton Abu Dhabi, Grand Canal



Jahaber Sadiq

Sr. Manager - Food Safety & Microbiology
Emirates Flight Catering



Dr.Thamaraikani Chezhan

International Restaurant QA Manager
The Wendy's Company



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TESTIMONIALS



"It was truly refreshing to be part of the food hygiene dialogue at CMEC. After such a long time, it was insightful to hear the contrast between industry priorities and business goals. Discussions like these help shed light on key challenges, enabling us to make more informed decisions for the future"

Bobby Krishna

Senior Specialist, Food Safety Department
Dubai Municipality



"My experience has been exceptional. Having attended similar events globally, including in the US and Australia, I can confidently say this was very well-organized. The event had a polished feel, and we received great feedback from many attendees. I'm excited to see what's in store for next year and look forward to being part of it again!"

Ing Paul Harleman

Global Application Manager
Chief editor FHCS Professional Hygiene Magazine



"I believe the Clean Middle East event is essential for the entire industry—whether it's stakeholders, service providers, or owners. Coming together at such gatherings fosters innovation, amplifies our collective voice, and enables us to support one another, helping the industry thrive. Events like these are crucial for professionals to connect and collaborate regularly"

Javeria Aijaz

Managing Director
HITEK



"This experience has been truly enlightening and a fantastic networking opportunity. I had the chance to meet a diverse group of people from industries I wasn't familiar with before, all thanks to this conference. It's been a wonderful experience being part of Clean Middle East at this event."

Megan Amerson-Brown

CBIC Board of Directors

TESTIMONIALS



"Thank you for inviting us to this food safety roundtable! Roundtables like these play a vital role in enhancing the entire ecosystem, emphasizing the seriousness of this topic. It was an excellent session—well done! Such initiatives help stakeholders and professionals align, collaborate, and work toward the shared goal of maintaining the highest standards in food safety."

Samrat Sharma

Director Operations - Kitchens
Talabat



"A wonderful conference with excellent participation from industry peers. The roundtable was a highlight, bringing food safety professionals together to discuss hygiene, risk management, sustainability, and promoting Dubai's food industry. The discussions were insightful, and it was great to see attendees actively taking notes to implement these ideas. Overall, a well-organized and impactful event!"

Tapan Vaidya

CEO
Papa John's



"The Clean Middle East Conference today was exceptionally well-organized, featuring numerous suppliers showcasing innovative products. The discussions were highly informative, covering the latest technologies, laundry solutions and well-being. Events like these are vital for industry professionals to come together, share knowledge, and drive growth. This platform plays a key role in turning insights into actionable outcomes"

Tatjana Ahmed

Director of Housekeeping
Grand Hyatt Dubai





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