

3rd Edition

CMEC
CLEAN MIDDLE EAST CONFERENCE

OMAN EDITION



09 JUNE 2026



MUSCAT, OMAN

MARHABA OMAN. THE STAGE IS SET!

What happens when **450+** registrations translate into **180+** focused industry professionals in one room?
Conversations deepen. Standards rise. Momentum builds.

That was CMEC–Oman 2025.

Now, **CMEC–Oman 2026** returns with stronger intent, bringing together decision-makers, operators, and solution providers across **commercial cleaning, hygiene, and soft FM** for a high-impact gathering rooted in real operational challenges across the Sultanate.

From healthcare hygiene and technology in housekeeping to ESG in cleaning and FM, the conversations are focused, relevant, and grounded in today's industry realities.

No surface talk. No generic presentations.
Just sharp discussions, practical insights, and meaningful connections in one powerful setting.

CMEC–Oman 2026 is where Oman's industry shows up ready to engage.



2025 IN NUMBERS

450+
Registrations



180+
Attendees



15+
Expert Speakers



4+
Networking Hours



WHO BELONGS IN THIS ROOM



Laundry Professionals



Senior Housekeeping Professionals of Hotels



Soft FM Service Providers



Healthcare and Infection Control Professionals



Food Hygiene and Safety Professionals



Educational Institutions



Soft FM Service Providers



Healthcare and Infection Control Professionals



Food Hygiene and Safety Professionals



Cleaning Industry Associations and Organizations



Regulatory Authorities



Industry Consultants & Experts



Sustainability Experts



Hospitality Professionals



Shopping Malls & Airports



Cleaning Chemical and Equipment Manufacturers and Distributors*

AGENDA

Redefining Hygiene, Sustainability & Smart Facilities In The Gulf

▶ 02:00 – 02:10 PM

Opening Address & Keynote

Theme: “The New Hygiene Economy: Where Safety, Sustainability and Strategy Converge”

▶ 02:10 – 02:55 PM

Panel Discussion 1

Healthcare Hygiene 2030: Are We Designing Safer Hospitals or Just Cleaning Harder?

▶ 02:55 – 03:35 PM

Panel Discussion 2

Luxury Housekeeping Meets Automation: Can Technology Elevate — Not Replace — the Human Touch?

▶ 03:35 – 03:45 PM

Audience Activity

Live Hygiene Intelligence Pulse

▶ 03:45 – 04:00 PM

One-on-One Leadership Spotlight

Executive Conversation: The Future of ESG in Cleaning & FM

▶ 04:00 – 04:45 PM

Panel Discussion 3

Soft Facilities Management Under Pressure: Cost Cutting vs. Compliance vs. Climate Responsibility

▶ 04:45 – 05:00 PM

Industry Presentations / Innovation Showcase

AI-Driven Housekeeping Analytics

▶ 05:00 PM **Felicitation Ceremony**

DIAMOND SPONSOR
(EXCLUSIVE)
AED 30,000

- Opening Address
- 2 min video presentation at the Forum
- Tabletop (Dedicated tabletop to showcase your company products and stand out from other attendees)
- 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 25,000

- 1 min video presentation at the Forum
- Tabletop (Dedicated tabletop to showcase your company products and stand out from other attendees)
- 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 20,000

- 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

**LANYARD & BADGE
SPONSOR**
(EXCLUSIVE)
AED 20,000

- Exclusive lanyard & 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

F&B SPONSOR
(EXCLUSIVE)
AED 15,000

- 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

TABLE TOP
AED 12,000

- Dedicated Tabletop space (1 table and 2 chairs)
- Dedicated sponsorship announcement on social media (upon confirmation)
- Logo placement on the Forum website
- Logo in the Forum advert in Clean Middle East magazine
- Logo placement in relevant marketing collateral

SESSION SPONSOR
AED 10,000

- Logo on the session slides
- Company mention before and after the session
- Dedicated sponsorship announcement on social media (upon confirmation)
- Logo placement on the Forum website
- Logo in the Forum advert in Clean Middle East magazine
- Logo placement in relevant marketing collateral

PROVEN. PRAISED. PREFERRED.



“Thank you to CMEC for an outstanding event in Oman. A great learning experience that brought together professionals across sectors. Truly well organized and impactful.”

Prince Kaushik

Director of Housekeeping
Salalah Rotana Resort



“Proud to be part of CMEC. A well-organized conference with valuable insights from peers, presenters, and panel discussions. Strong attendance shows its growing impact in the industry.”

Ali Al Jabri

HOD CSSD, Royal Hospital (MOH), VP -
MENA-FHSS, VP - MENA HSPA
Chapter



OMAN EDITION

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