

The Premier Gathering for Cleaning and Hygiene!



QATAR EDITION

25 MAY 2025

Alwadi Hotel Doha -
MGallery Collection

cmec.cleanmiddleeast.ae



INTRODUCTION

The Clean Middle East Conference – Qatar Edition is the country's largest gathering of cleaning, hygiene, and Soft FM professionals. This premier event brings together industry leaders, decision-makers, and experts to discuss the latest trends, challenges, and innovations shaping the commercial cleaning sector in Qatar and the wider Middle East.



With successful editions in Dubai and Oman, the conference has established itself as a leading knowledge-sharing and networking platform. The Qatar edition builds on this success, addressing the unique challenges and opportunities in the region's growing infrastructure, hospitality, and healthcare sectors.

Following the success of the Laundry and Housekeepers Summit in Qatar, this expanded conference meets the pressing needs of all stakeholders in the commercial cleaning industry. With a focus on professional development, market insights, and emerging technologies, it aims to elevate industry standards and foster collaboration among professionals in facility management, hospitality, healthcare, and commercial cleaning services.



150+
DECISION MAKERS



20+
EXPERT SPEAKERS



5
ENGAGING SESSIONS

WHO WILL ATTEND?



Cleaning chemical
and equipment
manufacturers
and distributors



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 organisations



Regulatory
authorities



Hospitality
professionals



Industry consultants
and experts



Shopping malls



Airports

WHAT'S ON THE AGENDA?

| | |
|-------------------|--|
| 1:00 PM – 1:45 PM | Networking and Lunch |
| 2:00 PM – 2:05 PM | Opening Address |
| 2:05 PM – 2:10 PM | Keynote Address |
| 2:15 PM – 3:00 PM | Panel Discussion: The Future of Hotel Laundry – Smart Textiles, Waterless Washing & Cost Optimization |
| 3:00 PM – 3:20 PM | Case Study: Implementing Sustainability in Large-Scale Facilities |
| 3:30 PM – 3:45 PM | Panel Discussion: Live Demonstration of Best Practices in Cleaning and Hygiene |
| 3:45 PM – 4:30 PM | Panel Discussion: The Future of Commercial Cleaning – A Threat or an Opportunity for Cleaning Professionals? |
| 4:30 PM – 5:15 PM | Panel Discussion: Training the Next-Gen Housekeeping Workforce: Upskilling & Retention Strategies |
| 5:15 PM | Closing Remarks & Felicitation Ceremony |



ADDRESS DUBAI MARINA

ORGANISED BY



PANEL DISCUSSION Digitisation



TRISHNA HUNDAL
Cluster Executive Housekeeper
IHG Festival City



DIAMOND SPONSOR

(EXCLUSIVE)

AED 35,000

- 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 30,000

- 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 25,000

- 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

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

LANYARD & BADGE SPONSOR

AED 15,000

- 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 7,000

- Logo on the session slides
- Company mention before and after the session
- Dedicated sponsorship announcement - social media (on confirmation)
- 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 7,000

- Logo on Forum website
- 1 Social media post
- Dedicated Tabletop space (outside the conference area)
- 1 table and 2 chairs

Voice From Our Past CMEC Events

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"The inaugural Clean Middle East Conference has been a highly interactive event. The presentations have been quite interesting. Thank you, Clean Middle East, for organising such an event and for all the lovely networking opportunities."

**Dorothee Stein, Head - Service & Hospitality,
Performance Management, Dubai Airports**

(CMEC UAE- 2023 Edition)

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"I truly enjoyed the conference, gaining insights into healthcare-associated infections, staff training, and sustainability. The networking was excellent, connecting me with many credible industry professionals. Thanks to Clean Middle East for this opportunity!"

Noel Gonsaga, Infection control Specialist, Ministry of Health Oman

(CMEC Oman Edition)

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"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- Grant Hyatt, Dubai

(CMEC UAE 2024 Edition)

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