

**HYGIE-
CLEAN
EXPO**



THE INTERNATIONAL EXHIBITION OF CLEANING AND HYGIENE

05-07 NOV 2026

ICEC - CASABLANCA MOROCCO

**SHAPING A
SUSTAINABLE
FUTURE**





HYGIE-CLEAN EXPO

05-07 NOVEMBER 2026
ICEC - CASABLANCA MOROCCO

SHAPING THE FUTURE



As Morocco prepares for the 2030 FIFA World Cup,

the hygiene and cleaning sectors play a key role in driving economic growth and showcasing innovation.

The 2026 **HYGIE-CLEAN EXPO** will be the premier platform for industry leaders, innovators, and stakeholders to connect, explore cutting-edge technologies, and shape the future of these booming sectors.

With rising global demand and Africa's markets poised for significant growth, this event offers unparalleled opportunities for collaboration, innovation, and investment. Join us to position your brand at the forefront of transformative trends and contribute to Morocco's vision of excellence and sustainability.



Issam GUIOUAZ - Zouhair BEKKAR
FOUNDERS OF **HYGIE-CLEAN EXPO**

HYGIE- CLEAN EXPO

20
26



THE FIRST AND BIGGEST CLEANING & HYGIENE EVENT IN MOROCCO

HYGIE-CLEAN EXPO 2026 will be a key platform for the cleaning and hygiene, showcasing cutting-edge technologies. It will foster networking, drive innovation, and support Morocco's economic growth, positioning the country as a leader in Africa and enhancing its global leadership.

WHY MOROCCO? A Booming Cleaning and Hygiene Market

Morocco is becoming a key player in the cleaning and hygiene industry, valued at USD 2.5 billion in 2024, with a projected 6.5% CAGR through 2030. This growth is driven by urbanization, rising consumer awareness, and demand for sustainable solutions.

Strategically located as a gateway to Africa and Europe, Morocco offers access to dynamic markets. With ongoing infrastructure investments and preparations for global events like the 2030 FIFA World Cup, Morocco presents vast opportunities for businesses in the cleaning and hygiene sector.

Cleaning Products and Detergents Market

• Growth Rate :

The Moroccan cleaning products and detergents market is projected to grow at a compound annual growth rate (CAGR) of :

6.5% FROM 2024 TO 2030

• Market Drivers :

Factors contributing to this growth include rising consumer awareness about :

HYGIENE, URBANIZATION, & THE EXPANSION OF THE RETAIL SECTOR

*source: 6Wresearch

HYGIE-CLEAN EXPO 2026, The International Exhibition of Cleaning and Hygiene

HYGIE-CLEAN EXPO is the premier global event in the field, offering a unique platform to showcase cutting-edge technologies and solutions. This exhibition brings together industry leaders, innovators, and decision-makers to explore advancements, foster collaboration, and drive business growth. It plays a crucial role in encouraging industry-wide growth and investment, while shaping the future of global cleaning and hygiene. For exhibitors, **HYGIE-CLEAN EXPO** offers an unmatched opportunity to enhance brand visibility, build valuable connections, and expand market reach. For Africa, it acts as a catalyst for economic development, fostering partnerships and positioning the continent as a leader in innovation and industry advancement. Join us at **HYGIE-CLEAN EXPO 2026** to help shape the future of these transformative industries and contribute to Morocco's vision of global leadership and excellence.

EVENT OVERVIEW :

- **DATE :** FROM 05 TO 07 NOVEMBER 2026
- **VENUE:** ICEC - CASABLANCA, MOROCCO
- **EXHIBITION AREA:** The exhibition area features state-of-the-art facilities designed to showcase innovative products, with customizable booths, interactive displays, and dedicated spaces for networking and business opportunities, ensuring maximum visibility and engagement for exhibitors and visitors alike.
- **TARGET AUDIENCE:** Industry professionals, buyers, decision-makers, and policymakers from Morocco, Africa, and beyond

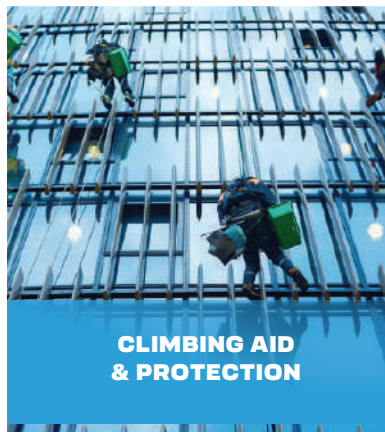
**SAVE
THE DATE** ▶

DAYS & HOURS OF EXHIBITION

05 NOVEMBER 10 AM - 7 PM	06 NOVEMBER 10 AM - 7 PM	07 NOVEMBER 10 AM - 7 PM
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Exhibitors



CLEANING CHEMICALS & AGENTS

- Hand-wash products
- Detergents
- Dishwashing detergents
- Disinfectants
- Facade cleaners
- Vehicle & Glass cleaners
- Kitchen, Toilet & Swimming Pool cleaners
- Carpet shampoos & care products
- Floor cleaning products
- Furniture care products
- Spray extraction cleaners (Vacuum, wash & dry)
- Automatic machine cleaners
- Industrial, Metal & Stainless-steel cleaners
- Neutral & Power cleaners
- Pest control products
- Permanent coating/sealing products
- Nano coatings (Water, oil, dirt repellant)
- Stain removers/spotting agents

CLEANING EQUIPMENT MACHINERY, CAR CARE SYSTEMS & ACCESSORIES

- Floor wet & dry cleaning equipment
- Window cleaning equipment
- Polishing pads
- Products for single disc cleaning equipment
- Pressure washers & high-pressure cleaners
- Industrial & steam vacuum cleaners
- Drive-through car wash systems
- Escalator cleaning machines
- High-speed machines
- Multi-disc machines
- Parquet grinding machines
- Industrial sweeping machines
- Roller brush machines
- Garden vacuums/blowers
- High/Low pressure granule scattering systems

GUARDING AND SURVEILLANCE

- Security Personnel (guards, patrol officers, surveillance agents)
- Electronic Surveillance Systems (CCTV cameras, motion detectors, alarm systems)
- Access Control Solutions (biometric systems, keycard access, security gates)
- Mobile Patrol Services (vehicle patrols, drone surveillance)
- Event Security (crowd control, VIP protection, risk management)
- Fire Safety and Emergency Response (fire alarms, evacuation procedures, first aid training)
- Risk Assessment and Security Consulting
- Training Programs (conflict management, self-defense, emergency response)

CLIMBING AID & PROTECTION

- Service ladders
- Elevating work platforms & scaffolding
- Rope fall protection
- Safety clothes and accessories
- Window cleaning cradles

MUNICIPAL SOLUTIONS

- Road sweepers
- Street cleaning equipment
- Compact washing systems
- Lake cleaning solutions

PACKAGING MATERIALS & LOGISTICS

- Packaging materials & equipment
- Labeling, coding, ink-jet, sealing & printing machines
- Cleaning products processing accessories
- Logistics & Supply Chain Providers
- Warehousing & Storage Solutions
- Chemical Handling & Safety Solutions
- Packaging & Sustainability Providers
- Technology & Automation Providers
- Regulatory & Compliance Experts

WASTE MANAGEMENT

- Sorting & handling equipment
- Waste collection tanks, bins, and garbage handling systems
- Thermal treatment plant engineering & maintenance
- Recycling technology & secondary raw materials

DRY-CLEANING & LAUNDRY

- Equipment for washing & drying
- Machinery & equipment for ironing & dry-cleaning
- Steam generators
- Chemicals & consumables
- Software for dry-cleaners & laundries automation
- Industrial clothing and labor protection

WASHROOM HYGIENE & WASTE DISPOSAL

- Hand lotion & disinfectants
- Hand driers
- Toilet paper & dispensers
- Paper towels
- Toilet hygiene & accessories
- Towel dispensers
- Sanitizers & wipes
- Air fresheners
- Garbage collectors
- Waste disposal equipment

PEST CONTROL

- Pesticides and Biocides (rodenticides, insecticides, natural repellents)
- Spraying and Nebulization Equipment (atomizers, foggers, fumigators)
- Traps and Baits (rat traps, cockroach traps, bait gel)
- Protective Equipment (gloves, masks, suits)
- Purifiers and Disinfectants (virucidal solutions, fungicides, ecological disinfectants)
- Barrier Systems and Prevention
- Training Programs



A 360° APPROACH TO CLEANING & HYGIENE

Discover cutting-edge solutions, innovative technologies, and sustainable practices that redefine cleanliness and hygiene. Join us at **HYGIE CLEAN EXPO** to experience a comprehensive perspective on maintaining a healthier, cleaner future for all.



Reasons to Take Part in **HYGIE-CLEAN EXPO**

Elevate your brand at the must-attend cleaning and hygiene event in Morocco & Africa, **HYGIE-CLEAN EXPO** is the premier international platform for the global cleaning and hygiene,. It serves as a meeting point for leading companies in the cleaning and hygiene sectors, offering an opportunity to expand markets, launch innovative products, build commercial relationships, attract and retain customers, and drive new business opportunities.



1. MAXIMUM VISIBILITY & BRAND AWARENESS

Leverage the event's extensive marketing and promotional activities to increase your brand exposure both before and during the expo. Stand out among industry leaders and elevate your market position.



2. UNPARALLELED BUSINESS OPPORTUNITIES

Gain direct access to high-level decision-makers, distributors, and buyers actively seeking new products and solutions. Expand your business reach and penetrate new markets in just three days. Connect with industry professionals from across the globe by arranging meetings with targeted buyers.



3. DIRECT CUSTOMER ENGAGEMENT

Engage directly with potential customers and deepen relationships with existing ones, while connecting with new prospects from around the world. **HYGIE-CLEAN EXPO** brings the entire industry together under one roof, providing the ideal platform to strengthen connections with current clients and expand your customer base.



4. SHOWCASE INNOVATION & EXPERTISE

HYGIE-CLEAN EXPO is the premier platform to showcase your latest products, technologies, and solutions to industry professionals and specialized media. As a hub for innovation, it connects key decision-makers, offering maximum exposure and business opportunities. Position your brand as a leader, engage with potential partners, and shape the future of the cleaning, hygiene, and chemical industries.



5. EXCLUSIVE NETWORKING & BENCHMARKING

Meet key industry leaders, exchange insights, and stay ahead of market trends at **HYGIE-CLEAN EXPO**. As a premier international event, it offers a unique opportunity to expand your network, gain valuable industry insights, and leverage synergies to drive success. Engage with key industry players, foster collaboration, and capitalize on the dynamic environment to grow your business and stay at the forefront of innovation.



6. MAXIMIZE YOUR ONLINE & OFFLINE PRESENCE

HYGIE-CLEAN EXPO serves as a premier platform to showcase your brand, ensuring high visibility before, during, and after the event. With a strong online and offline presence, exhibitors can leverage digital promotions, media coverage, and targeted marketing campaigns to reach a global audience. Take advantage of this opportunity to enhance your brand awareness, engage with industry professionals.



7. HIGH ROI & LEAD GENERATION

Maximize your ROI and optimize your investment with pre-arranged B2B meetings, networking opportunities, and exposure to thousands of professionals seeking cutting-edge solutions.



8. A 360° APPROACH TO CLEANING & HYGIENE

Discover cutting-edge solutions, innovative technologies, and sustainable practices that redefine cleanliness and hygiene.

WHO WILL YOU MEET AT HYGIE-CLEAN EXPO 2026



Cleaning Businesses



Industry Traders and Agents



Facility Management Co.



Professionals for Laundry, dry-cleaners Services



Professionals for Car Care Services



Hospital & Healthcare Facilities



Catering & Hospitality Managers



Senior hotel housekeeping professionals



Residential & Home Care Providers



Local & Regional Government Authorities



Waste Management Providers



Retail & Leisure Facilities



Public Services & Transport Providers



Wholesalers & Distributors



Regulatory authorities



Airports



Industry consultants and experts



Food hygiene and safety professionals



Cleaning industry associations and organisations

HYGIE-CLEAN EXPO

What to expect in 2026



100+
Exhibiting
companies



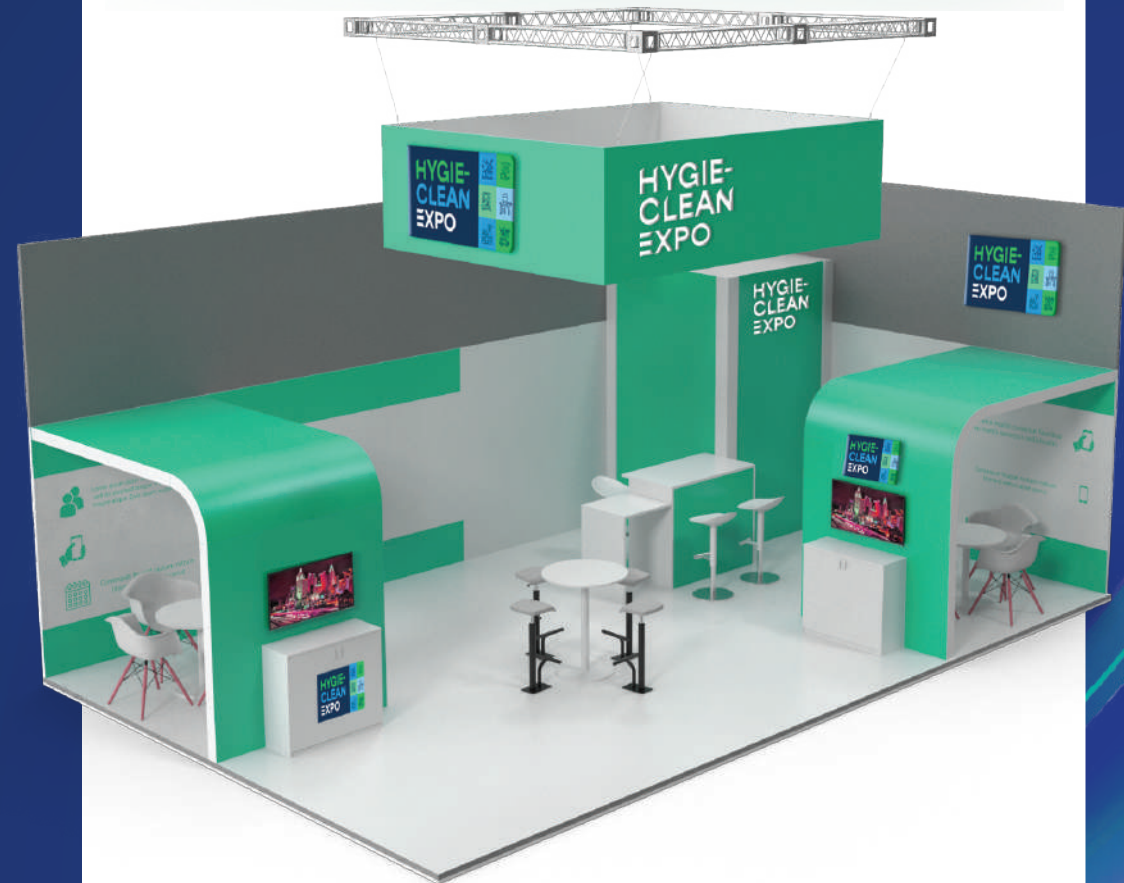
20+
Exhibiting
countries



10 000+
Total
participants

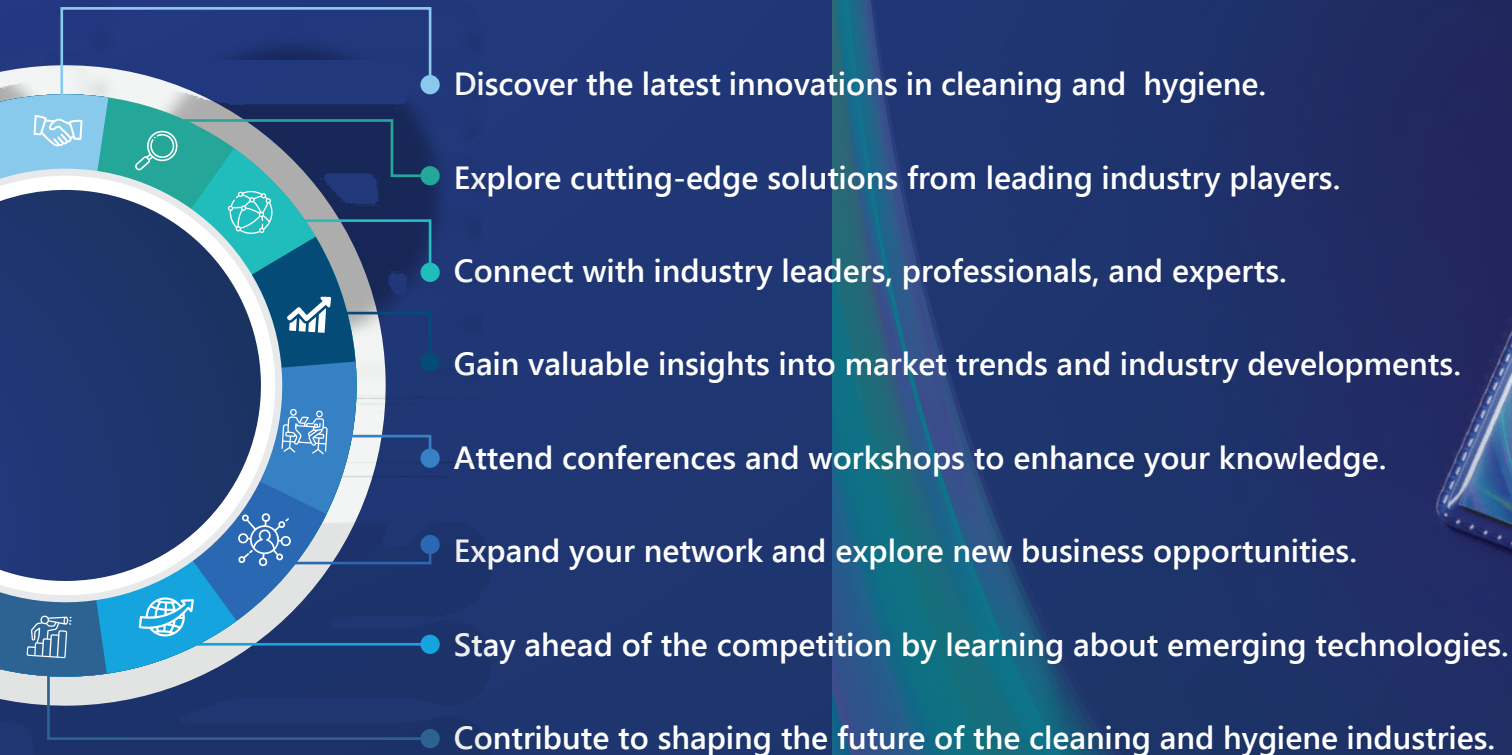


4
Co-located activities



Why Visit HYGIE-CLEAN EXPO ?

HYGIE-CLEAN EXPO is the essential event for professionals in the cleaning and hygiene. Visiting the expo offers the chance to discover the latest innovations, explore cutting-edge technologies, and connect with industry leaders and experts. It's the perfect platform for gaining insights into market trends, expanding your professional network, and identifying business opportunities that can drive growth and success in the rapidly evolving industry. Don't miss the opportunity to shape the future of hygiene and cleaning solutions.



We invest in an extensive marketing and PR campaign to guarantee quality attendance



Mobile Marketing Initiatives

We optimize our mobile strategy with SMS campaigns, push notifications, and in-app advertising to reach attendees on their preferred devices, enhancing engagement and streamlining event updates.



Traditional Offline Marketing

Our offline efforts include strategically placed print advertisements, direct mail campaigns, and high-impact outdoor media such as billboards and posters, ensuring strong visibility in key locations and reaching non-digital audiences.



Personalized VIP Invitations

We extend exclusive invitations to key industry figures and VIPs, ensuring the presence of top-level executives, influencers, and thought leaders who add significant value to the event through their participation and networks.



Integrated Marketing Approach

By combining digital strategies with strategic partnerships, traditional media, and personalized outreach, we deliver a cohesive marketing campaign that guarantees high-quality attendance and maximizes the impact of the event.



Strategic Partnerships

We establish key partnerships with industry-leading organizations, and corporations to maximize our reach and ensure that the event attracts the right audience, including key stakeholders and decision-makers.



Collaboration with Federations

By working closely with relevant federations and industry associations, we ensure targeted promotion to their networks, which drives attendance from qualified professionals and enhances the event's credibility.



Press and Media Strategy

We engage top-tier media outlets and leverage press releases, media interviews, and editorial features to secure extensive coverage, ensuring our event is prominently featured across relevant trade and mainstream channels.



Targeted Digital Marketing

Our digital marketing campaign includes a combination of social media advertising, search engine optimization (SEO), email marketing, and paid digital ads. This strategy is designed to drive targeted traffic, engage prospective attendees, and increase event visibility.



Conferences & Workshops at HYGIE-CLEAN EXPO

HYGIE-CLEAN EXPO 2026 offers a series of insightful conferences and workshops led by global experts in the cleaning and hygiene. These sessions will cover the latest trends, technological innovations, and sustainable practices shaping the future of the sector.

Attendees will gain valuable knowledge on emerging industry standards, regulatory updates, and business strategies, while having the opportunity to engage with thought leaders and network with professionals across the field.

Don't miss the chance to learn, share, and innovate at the forefront of the industry!





05-06-07
NOVEMBER
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For exhibitors this means first class service, logistics and operational standards that deliver on time every time and a trade visitor profile that prioritises focus, relevance and serious buying power to maximise your return on investment.

FIND MORE AT: www.hygiecleanexpo.com

