



## Restart in the trade fair business boosts Cleanzone: Anja Diete in an interview

**Frankfurt am Main, 06 07 2022. After the long Corona break, the cleanroom community will meet again live in Frankfurt for Cleanzone on 23 + 24 November 2022. The anticipation is great and the booking situation better than ever. In this interview, Anja Diete, Show Director Cleanzone, talks about the trade fair in autumn, the innovations and the current challenges in the industry.**

**The restart in the trade fair business was successful. Ms Diete, is Cleanzone also benefitting from this fresh air?**

Anja Diete: "After more than two years of the Corona pandemic, the desire for personal encounters and international exchange is huge. This has just been unanimously confirmed to us by exhibitors and visitors at recent fairs such as IFFA, the international trade fair for the meat and alternative protein industries, and the trade fair trio of Techtexsil, Texprocess and Heimtextil Summer Special. We are also sensing this positive mood in the preparations for Cleanzone 2022. We have more registrations than ever before compared to the same period at the previous events. Many new and, above all, also international companies are taking part."

**You say that the international participation is high. From which countries do the companies come and what is the importance of international exchange at Cleanzone?**

Anja Diete: "So far we have exhibitors from 14 countries. Eastern Europe in particular is strongly represented with companies from Slovenia, Croatia and Turkey. But Cleanzone 2022 is also popular beyond the borders of Europe. For example, companies from the USA and India will be presenting themselves. The expansion of internationality is a mandate given to us by the Strategy Commission. The Strategy Commission consists of exhibitors and experts from the cleanroom industry and has been supporting the development of Cleanzone with its expertise since 2017. The industry would like to see the bigger picture and have the opportunity to compare different approaches from different countries. To drive global exchange, we have been working closely with the International Confederation of Contamination Control Societies (ICCCS) for years."



Anja Diete, Show Director Cleanzone, copyright: Messe Frankfurt

### **How do you explain that so many companies are exhibiting at Cleanzone 2022 for the first time?**

Anja Diete: "Almost 50 per cent of the companies registered so far are at the international trade fair for cleanroom and cleanliness technology, hygiene and contamination control for the first time. Among the first-time exhibitors are Abeba Spezialschuhausstatter, Altmann, Asterion, DIOP, Infraseriv, Hein Reinraum, ISD Software und Systeme, Item Industrietechnik, Klimaoprema, Mycellhub, O & M Halyard, Otto Life Science Engineering, PPG Cleanrooms and Schäfer Einrichtungssysteme. The high number of new exhibitors is certainly also due to the continuing boom in cleanroom technology. It is not only the Corona pandemic that has brought topics such as hygiene and cleanroom technology into public awareness. Other drivers include efforts to bring parts of chip production back to Europe or the expansion of photovoltaics in order to achieve energy security and climate neutrality. And for the reliable and safe production of both high-tech products, cleanroom technology solutions are basic prerequisites. In this positive environment, many companies are expanding their cleanroom divisions and the personal exchange and contact with important national and international visitors at Cleanzone guarantees companies further growth."

### **Cleanzone celebrates its anniversary in 2022. The fair is exactly 10 years old. What's new at Cleanzone 2022?**

Anja Diete: "From 2022, Cleanzone will take place every two years according to the industry's wishes. We are adapting the rhythm of the fair to the innovation cycle of the companies. Of course, this also means that anyone who is not present in 2022 will not be able to fly the flag again until 2024."

For the first time, the Cleanzone Conference will be a free component of the trade fair. A conference jury of experts will advise us on topics and speakers. The conference jury includes Conor Murray, Irish Cleanroom Society, Koos Agricola, ICCCS, Anke Geipel-Kern, Vogel Communication Group, Dr Gernod Dittel, Deutsches Reinrauminstitut (DRRI) and Thomas Wollstein, VDI.

In addition, the Cleanzone Strategy Commission has received further support. Christian Hage from Daldrop+Dr.Ing. Huber is new to the commission. The company from the air-conditioning and ventilation technology sector has been one of the exhibitors at the trade fair from the very beginning. With Lukas Holzinger, Managing Director of RSE+ and new board member of DRRI, Cleanzone has also gained a new voice on the visitor side. We will introduce the other members of the Cleanzone Strategy Commission on our [website](#)."

### **Innovations play an important role in the dynamic cleanroom industry. How does Cleanzone support innovation in the industry?**

Anja Diете: "To promote innovative ideas and sustainable solutions in cleanroom technology, an innovation prize has been awarded at Cleanzone since the beginning. Today, the award is a recognised instrument in the industry for making innovations public and introducing them to the market. Since 2019, Messe Frankfurt has been presenting the Cleanzone Award together with the publication "Reinraumtechnik" by Wiley publishers. We have already received the first exciting applications this year. I can only recommend every creative mind to join the race for the best cleanroom innovation of the year. New developments can be submitted to Messe Frankfurt until 15 August. After that, a top-class jury will nominate the five outstanding products. Who ultimately wins the prize will be decided by the public on 23 + 24 November 2022 in Frankfurt am Main at Cleanzone."

### **And your closing words?**

Anja Diете: "I am really looking forward to meeting the international cleanroom community in person here in Frankfurt on 23 and 24 November. I am excited about the innovations and discussions around future developments in high-tech production. Don't miss Cleanzone 2022!"

Information and registration for the award: [www.cleanzone.messefrankfurt.com/award](http://www.cleanzone.messefrankfurt.com/award)

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**Your contact:**

Susanne Brendle

Tel.: +49 69 75 75-6457

Susanne.Brendle@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)