

Press Release

FORUM PULIRE 2020, dates confirmed for fifth edition

New location in Milan and new themes of discussion for the two-day event

Milan, 16 January 2020 – Following the conclusion of the latest successful PULIRE trade show, ISSA PULIRE NETWORK S.r.l has announced the dates for the forthcoming fifth edition of FORUM PULIRE, an international congress dedicated to the theme of cleaning and integrated services. **FORUM PULIRE 2020** will be held on **13 and 14 October** in **Palazzo Regione Lombardia**, a prestigious venue in central **Milan** that is home to the Regional Government of Lombardy.

Once again, the congress will provide an opportunity for delegates to meet, discuss and consider the future of the industry. Held every other year to alternate with the ISSA PULIRE trade show, FORUM PULIRE is a multidisciplinary think tank, a multidisciplinary container for bringing together thoughts and comparing ideas.

“We are working to make this an even more international edition,” declared Toni D’Andrea, CEO of ISSA PULIRE NETWORK. “Our goal is to reach out to an ever-broader group of participants and share new sources of inspiration for the development and growth of one’s own business. Accordingly, we have selected themes of discussion that will enable us to pose questions about today in order to understand the underlying causes of what’s happening, to work out how the future is likely to develop so that we may intercept its needs.”

The five themes of the next Forum have therefore been selected with a view to addressing and resolving issues that characterize both our industry and the society in which we live, namely:

Women: Cleaning and integrated services is a labour-intensive industry in which payroll accounts for up to 80% of total costs, and in which women make up 72 per cent of the workforce. The value and the scale of the contribution by women to our industry goes unnoticed, even though they represent a particularly large proportion of the workforce compared to other sectors.

Happiness: Happiness depends on many diverse factors, which may be related to genetics or socio-demographic, economic, cultural, religious or political circumstances or, more simply, may depend on the social and professional settings in which we find ourselves in our day-to-day lives. In short, happiness is undoubtedly one of the most prized attributes of a full life.

Welcoming, Belonging and Sense of Community: These are two sides of the same coin. In the coming years, we may well find ourselves called to deal with the important and challenging task of creating welcoming settings and hospitable environments. We need to be ready to approach this task with a combination of resourcefulness and humanity. As our society progressively ages, it is sowing, day by day, the seeds of a problem that will inevitably force us to a radical reconsideration of many of our engrained habits. A sense of belonging is a fundamental human need, subordinate only to our physiological need for food and sleep and our need for security. It is essential to an individual's well-being. The sense of belonging is often equated with the feelings of comfort and pleasure that come from not being alone and the sense of relief that comes from knowing that other people live in situations similar to ours.

Distribution in the age of disruption: Disruption, a situation of rupture and discontinuity from the recent past, engenders in us a sense of unease and loss. Having been dragged into a situation of apparent "chaos", we find ourselves having to think about, work toward and make plans for securing access to services and wealth. Beginning with an examination of the new business models, we shall try to understand how we might manage to accomplish the necessary task of revising the rules and instruments to govern our work.

Designing for cleanliness in health care and Hospitality places: Hospitals, Hotels, Restaurants. One of the primary values that conveys feelings of welcome and hospitality is cleanliness. Cleaning and the maintenance of a clean environment, be it in a hospital, a hotel, a school canteen or a railway carriage, is an unquestionable good. This has wide implications and gives rise to several considerations. Dirtiness is often the consequence of a breakdown in design generated by a synthesis of mistaken habits, improper use operational practices or wrong/inefficient intervention. In this panel discussion, we will be delving into a number of sensitive situations in order to assess their seriousness, estimate their consequences, understand the underlying causes and come up with solutions.

Participating in the Forum PULIRE will once again be business executives and decision-makers from the entire integrated services sector eager to learn and be inspired by some of the most illustrious minds in the world of business, science and art.

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About ISSA PULIRE NETWORK

The ISSA PULIRE NETWORK represents the largest international platform for professional cleaning and facility management trade shows and executive education events. It was formed by ISSA, the worldwide cleaning industry association, and Afidamp, the leading association for the Italian cleaning industry. With important consolidated trade shows in the foremost markets, and with new concepts in the planning stages, the ISSA PULIRE Network creates new business opportunities through trade show events, forums, and an extensive variety of training options at the trade shows.