

PRESS RELEASE

September 26, 2019

Mobility Cleaning Circle creates synergies between the cleaning and transport sectors

On 25 September, the second edition of the Mobility Cleaning Circle at CMS Berlin 2019 gathered more than 80 high-ranking representatives of the mobility and cleaning sectors. The Mobility Cleaning Circle is an event jointly organised by InnoTrans, the leading international trade fair for transport technology, and the cleaning trade fair CMS Berlin. CMS 2019 had invited rail industry professionals from around the world to gain a comprehensive market overview of the wide range of cleaning machines and cleaning agents which the cleaning sector has to offer for specific railway applications.

According to Matthias Steckmann, director of Mobility & Services at Messe Berlin, the aim of this exclusive networking event was to discuss the synergies that existed between the two industries in order to ensure that travel passengers enjoyed clean and pleasant trips. He emphasised that this year's event was placing an even greater focus on practical solutions. With its Mobility Cleaning Circle, Messe Berlin is focusing the industrial expertise of InnoTrans – the leading international trade fair for transport technology – and the international cleaning trade fair CMS Berlin on the subject of 'Cleaning in the mobility sector', while also giving both industries a unique opportunity to establish new contacts with a view to the future.

At the start of the event, at a panel discussion on the current challenges facing the industry, **Dr. Christine Sasse, head of Dr. Sasse AG**, said that climate change would result in rail passenger numbers increasing significantly in the years to come. However, according to Dr. Sasse, climate change on its own would not get the population to discard personal transport. Public transport companies had to contribute their share to the well-being and safety of passengers too with clean trains and railway stations. In order to ensure optimum cleaning results transport companies needed to avoid looking for cheap offers. "One always gets what one pays for, and cleanliness comes at a price", said Dr. Sasse.

Uwe Schwier, head of Fuel and Material Procurement at Deutsche Bahn, emphasised the feelgood factor that travellers had to be offered at railway stations or on trains. Deutsche Bahn took great care to ensure that cleanliness was always to the highest standard on trains, buses and at railway stations. Schwier said the company intended to make use of the Mobility Cleaning Circle to search for new and innovative partners. He noted that digitalisation and automation of cleaning processes were already offering new opportunities. If one did not look for concrete solutions then whatever was lacking now would still be lacking in the future. This was something Deutsche Bahn aimed to do by engaging in a close dialogue with cleaning services and making use of the Mobility Cleaning Circle.

Anton Sørensen of Nilfisk, the market leader in Denmark, appealed for making efficient use of digitalisation. He highlighted the potential of data that could be used to plan cleaning processes more efficiently and to schedule them as needed depending on the required frequency. He also stressed the growing number of customers demanding cleanliness.

István Schwartz confirmed this too. The **deputy CEO of MÁV-Start** underlined how important cleanliness in the public transport system was for the Hungarian state: "In Hungary, cleanliness standards for passenger vehicles are very strict. We are constantly making improvements to achieve this. That is why it is important for us to exchange experiences with rail transport companies from neighbouring countries."

Representing **Incheon Airport** in Korea, **Su Tai Lee** underlined the advantages of a



Press contacts:

Messe Berlin GmbH

Emanuel Höger
Press Spokesman and Press and
Public Relations Director
Group Corporate Communications
Messe Berlin Group
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

InnoTrans

Britta Wolters
PR Manager
T +49 30 3038 2279
britta.wolters@messe-berlin.de

Tim Wegner
Press Officer
T +49 30 3038 2282
tim.wegner@messe-berlin.de

www.innotrans.com

Management Board:

Dr. Christian Göke (CEO), Dirk
Hoffmann
Chairman of the Supervisory
Board: Wolf-Dieter Wolf
Companies register: Amtsgericht
(District Court) Charlottenburg,
HRB 5484 B

dialogue at the Mobility Cleaning Circle: "Millions of passengers frequent our airport every year. As the airport corporation, we want to offer them the best level of comfort, for which we require a high cleaning standard. The Mobility Cleaning Circle presents fascinating solutions. We are particularly interested in ecologically sustainable cleaning products that are not harmful to passengers' health."

After a networking lunch the representatives of the mobility sector were able to see the innovations of the cleaning industry for themselves at CMS Berlin 2019. **Gabriela Redmann of Hamburger Hochbahn** said: "In order to ensure our underground trains and buses remain presentable it is necessary in the early stages when planning a new vehicle to not only incorporate modern technology and interiors, but to be able to maintain and clean them economically throughout their entire lifecycle. From our point of view it is important to combine planning, engineering design, maintenance and cleaning aspects."

One of the highlights of the trade fair tour was the live show of the Mobility Cleaning Circle on the outdoor display area. The service provider Dr. Sasse gave a professional cleaning demonstration on the inside of Berlin/Brandenburg public transport buses (Havelbus), while the cleaning product manufacturer Dr. Schnell demonstrated graffiti removal on outside surfaces. The trade fair stands of Kärcher, Ecolab Deutschland, Tork Essity, Vileda and igefa Handelsgesellschaft also provided information for visitors. The tour concluded on the stand of the non-commercial organisations sponsoring CMS, the National Guild Association of the Building Cleaning Trade (BIV), the Cleaning Systems Trade Association in the German Mechanical Engineering Industry Association (VDMA), and the Hygiene Industry Association (IHO).

In addition to [Twitter](#), InnoTrans updates can now also be found on the new [LinkedIn page of InnoTrans](#).

About InnoTrans

InnoTrans is the world's leading trade fair for transport technology and takes place every two years in Berlin. At the last event 3,062 exhibitors from 61 countries presented the global rail industry's innovations to 153,421 trade visitors who came from 149 countries. The five segments at InnoTrans are Railway Technology, Railway Infrastructure, Public Transport, Interiors and Tunnel Construction. InnoTrans is organised by Messe Berlin. The thirteenth edition of InnoTrans will take place on the Berlin Exhibition Grounds from 22 to 25 September 2020. More details are available online at www.innotrans.com.