

## PRESS RELEASE

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# Clean trains attract passengers – InnoTrans and CMS Berlin bring representatives of the mobility and cleaning sectors together

The German government is aiming to double the number of rail passengers by 2030. Clean stations and trains are key quality criteria for achieving that goal, as they contribute decisively to customer satisfaction. With the Mobility Cleaning Circle on 25 September 2019, InnoTrans and the international cleaning trade fair CMS Berlin – Cleaning.Management.Services. will be providing a platform for dialogue and bringing representatives of both sectors together.

At this exclusive networking event leading representatives of the mobility sector will be able to meet cleaning industry companies exhibiting at CMS. Mobility sector companies taking part will include BVG, DB Services GmbH, Deutsche Bahn AG, Hamburger Hochbahn AG, Kölner Verkehrsbetriebe AG, MÁV-Start Zrt. (Hungary), metronom Eisenbahngesellschaft mbH, NMBS/SNCB (Belgium), Stuttgarter Straßenbahnen AG and Incheon Airport (Korea).

“In the mobility world the focus is entirely on passengers. Whether public transport or long-distance travel, clean stations and trains are important for the well-being of passengers. By hosting the Mobility Cleaning Circle we are offering a unique platform that will successfully bring two different industries together“, said Kerstin Schulz, director of InnoTrans.

The exclusive B2B event includes a specialist programme of events and opportunities to make direct contact with leading international representatives of the cleaning industry. A guided tour will feature practical displays on the outdoor display area and accompany visitors to companies exhibiting cleaning products at CMS specifically for the mobility sector. The first Mobility Cleaning Circle in 2017 showed that there was demand for a bilateral exchange between these two industries.

After the debut event in 2017 interest in this year’s edition has been especially high. “In today’s transport environment, attractive railway stations represent an important multi-modal hub offering an intense customer experience. We need customers to experience quality time and the best possible service, something to which our contractors can actively and creatively contribute. We want our passengers and guests to enjoy a high-quality, clean and safe visit to train stations“, said Uwe Günther, CPO of Deutsche Bahn AG.

The Mobility Cleaning Circle events will kick off with a panel discussion examining the challenges and product solutions on the subject of ‘cleaning in the mobility sector’. The focus will be on transport companies’ specific demands on the cleaning industry and service providers as well as specific requirements for cleaning contract tenders in the mobility sector. Taking part in the discussion will be Uwe Schwier, head of Procurement, Operating and Materials, Deutsche Bahn AG; István Schwartz, vice president and chief executive officer of MÁV-Start Zrt., Hungary; Anton Sørensen,



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senior vice president, Global Products and Services – head of Product Excellence and Quality, Nilfisk; and Dr. Christine Sasse, head of Dr. Sasse AG.

On the display area between Halls 1.2 and 3.2 exhibitors at CMS will be giving practical demonstrations, including with special vacuum cleaners and cleaning products for removing dirt and graffiti from two public transport buses supplied by BVG and Havelbus. Additional information on companies at the Mobility Cleaning Circle can be found at

[www.innotrans.com/en/Visitors/Events/MobilityCleaningCircle/](http://www.innotrans.com/en/Visitors/Events/MobilityCleaningCircle/)

or on the website of the Virtual Market Place®.

New in 2019 – the Mobility Cleaning Point: a logo, the 'Mobility Cleaning Point', on the Virtual Market Place® website, in the CMS Guide, on the map of the grounds, in the CMS Berlin app and on the stands at the fair will immediately show visitors the right companies to contact for information on 'cleaning in the mobility sector'.

### **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](http://www.innotrans.com).