

PRESS RELEASE
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CEE-TEX 2014 welcomes Union and Christeyns as main sponsors

Machine manufacturer Union and chemicals supplier Christeyns join Procter & Gamble and DOW/Safechem as main sponsors of CEE-TEX 2014. The event, supported by the region's leading organizations, is assured to be nothing short of a great success

CEE-TEX 2014 is developed to strengthen the cooperation and overall position of Professional Textile Care (PTC) in the Central and Eastern Europe region (CEE-region).

The event is organized by the Hungarian Textile Cleaning Association and CINET in cooperation with TMTE and is supported by national associations and organisations from Hungary, Czech Republic, Slovakia, Moldova, Romania, Poland, Serbia, Slovenia, Croatia and Bulgaria. The event contains an exhibition, the national conference, the inaugural CEE-TEX summit, evening programs, tour—everything under one roof from 12 until 14 November 2014 at the Ramada Hotel & Resort Lake Balaton in Hungary.

National Conference

The National Conference takes place on Thursday, November 13, during the morning program. Speakers elaborate on green laundry, EU regulations, energy and water savings, the economic outlook, financial support for sustainable investments, and certification. In addition, the Hungarian 5th placed candidate in the CINET European Award Best Practices Textile Cleaning 2014 will present his business case.

CEE-TEX 2014 Summit

The CEE-TEX summit will address „Best Practices to support profitable business with high quality and sustainable services.” Keynote speakers in the afternoon program on Thursday, November 13 include Mr. P.N.M. Wennekes, Mr. T. Lucassen, and Mr. G. Böttger. Speaking topics include sustainability, energy savings, technology solutions, new business models, and e-learning.

All presentations and materials are available in Hungarian and English language, presentations will be translated real-time. Further translation to other languages is aided through equipment available to country delegations.

For more information and registration please visit cee-tex.com

CINET, the International Committee of Professional Textile Care, is the umbrella association pooling national organizations for the professional textile care industry.

