

PRESS RELEASE (with kind request of release)

## COMPANIES RETURN TO FAIR IN CHINA

### **“DAERG CHINA” PRESENTED IN BEIJING THE ITALIAN JOINT-VENTURE TO CONQUER THE LARGE CAR WASHING MARKET**

**A.M.R. (Auto Maintenance & Repair) Expo 2021, held in Beijing, was the stage chosen to present the launch of Daerg China, a joint-venture between Idrobases Group, headquartered in Borgoricco in the Paduan province, and Daerg Chimica, headquartered in Sorbolo-Mezzani, Parma province.**

**The Italian business venture wants to offer a combined solution between detergent and mechanical hardware, aimed to the Chinese car washing market which is enriched by 21 million vehicles every year; by August an autonomous production line of detergents for the ecological car washing is expected to start in the plant of “Allforclean”, owned by Idrobases Group and operating for 16 years in the city of Ningbo, where it already produces high pressure washers and their components for both Chinese domestic market and major global producers.**

**“The bet – announces Bruno Ferrarese, Co-president of Idrobases Group – is to offer Italian quality at competitive prices.”**

**Idrobases Group, founded in 1986, is a constantly expanding reality in the production of equipments and solutions for the air washing and surface cleaning; exporting in over 90 Countries and present in China in the “car washing” field with equipments and machines for the auto wash.**

**Daerg Chimica, born in 1982 from the entrepreneurial intuition of Davide and Ercole Giorgi, exports in 45 Countries and is an established leader in the production of detergents for the car washing (flagship are the detergents for the car washing self-service systems).**

**“The trade show confirmed the strong interest of the oriental Country for the complete *made in Italy* car care solution – concludes Tommaso Gazzignato, young CEO of Daerg China – The exhibition was a testimony of the economic recovery and great progress made by China in the fight against Covid: weeks of strict lock-down and vaccinations allow now a return to normality for residents and business activities, in contrast with the stagnation observed in the other global markets.”**

THANK YOU

