

Press

Texcare Asia
International Trade Fair for Modern Textile Care
Shanghai New International Expo Centre, Shanghai, China
27 – 29 September 2017

Hong Kong,
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Texcare Asia 2017 comes to a successful conclusion

The influential platform gathers advanced technologies

World-class fringe programme orchestrates the latest industry trends

The 2017 edition of Texcare Asia, the leading trade fair for modern textile care in Asia, concluded on a high note on 29 September 2017. Stepping into its 20th year in Asia, this year's show saw a significant climb in various areas, with exhibition space expanding to **20,000 sqm** (2015: 17,000 sqm), and a total of **169 international exhibitors** (2015: 153 exhibitors) welcoming **11,163 trade visitors** (2015: 10,267 visitors).

Demonstrating broad geographical coverage, the show's exhibitors were from **22 countries and regions**, including Australia, Belgium, Brazil, China, France, Germany, Hong Kong, Indonesia, Italy, Japan, Korea, Macau, Malaysia, the Netherlands, Portugal, Singapore, Spain, Sweden, Switzerland, Taiwan, the UK and the US. These exhibitors attracted visitors from a total of **67 countries and regions**.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, concluded the 2017 edition: "I am delighted to witness another successful show, and the biggest ever scale of the fair. Texcare Asia is committed to supporting the industry's development by offering a first-class commercial and information exchange platform for the textile care sector. I assure the show will continue to evolve to suit the ever-changing market needs and support the Asian industry in facing whatever challenges lie ahead."

The influential platform gathers advanced technologies

Every edition of Texcare Asia showcases a comprehensive collection of the latest laundry equipment and textile care services. In view of the market's need for personalised and faster laundry services, as well as the rising costs and higher requirements for environmental protection, this year's show has extended its focus particularly on advanced technologies and green solutions, with an aim to assist the regional

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong

industry in facing these challenges.

Miele, a prominent German brand for leading machinery technologies, exhibited in the German area, one of the special zones. The company's Marketing Regional Director of Asia Pacific, Mr Matthias Schmitz, shared: "We launched new dryers and washing machines which significantly reduce water and energy consumption at Texcare Asia. These new pieces of equipment can further minimise the impact on the environment, and save running costs for laundry shops at the same time."

Commenting on the show's effectiveness, Mr Schmitz added: "Texcare Asia is the most influential trade fair in Asia. It is an astonishing promotional platform and offers us remarkable opportunities to introduce new products to the Asian market. We have met many buyers who showed high interest in our products. We would never miss any edition of this show."

Chinese exhibitor, Shandong Litleduck Group Laundry Equipment, achieved promising results at the fair. "We have met a lot of international buyers, with many large laundry shops for hospitals among them. A Taiwanese buyer has confirmed an order of eight units of elution machines on the spot, which reflects the commercial value of Texcare Asia for us. From our experience, only in Texcare Asia can we receive such valuable orders from international buyers." Mr Benchang Zhang, the company's Vice General Manager said.

He added: "We highly recognise the quality of the Texcare portfolio of trade shows, and put great trust in the organiser, Messe Frankfurt. In every edition of Texcare Asia, we see domestic and international brands gathering and sharing the latest industry innovations. There's a lot of progress in the textile care industry."

European company Datamars saw the potential from RFID-enabled laundry solutions and exhibited in the RFID area. The company's General Manager of Textile Identification, Mr Riccardo Mazzolini, said, "Texcare Asia is a strong partner of Datamars in promoting new technologies to Asia, it is a point of reference of the Asian market, which we are keen to explore."

Mr Mazzolini further explained the exhibits they brought to the fair: "Together with our business partners, including chips vendors, hardware providers and system and software integrators, we have created a 'RFID Hub' to showcase an end-to-end automation solution to the industry. We hope this helps visitors understand how RFID technology improves operational efficiency."

Hong Kong visitor, Mr Lee Lam, Chairman of Yueyi Group, emphasised the importance of adopting new technologies for his business, "As an owner of a laundry shop, I found that more and more peers are implementing automated operations, and are proactively seeking ways to minimise water and energy consumption to balance expenditure and uplift green standards."

Mr Lam recognised the show's role of bringing new technologies and solutions to the industry, "I visit every one of Messe Frankfurt's Texcare shows, and they have never disappointed me. Here in Texcare Asia 2017, I particularly enjoyed the comprehensive showcase of RFID and automation solutions, where I could see all latest solutions and make the purchasing decision in a single stop."

Fringe programme orchestrates the latest industry trends

Also receiving positive feedback were the fair's top-class fringe programme events. This year, five professional forums with almost 30 sessions were held concurrently across the three-day show, covering every corner of the industry's needs, and echoing the growing trends in smart and green technologies. Forum speakers and attendees acknowledged that Texcare Asia is an ideal platform to share, learn and connect with experts and peers from around the world.

Forum speaker and President of Laundry Network PTE Ltd, Mr TP Chan, discussed the strengths of RFID technologies at the Texcare Forum Asia 2017. He commented: "The forum is an enormous opportunity to exchange ideas and explore our future. By sharing how RFID benefits the industry on better outlay control and improving efficiency, it has generated resonance among the audience and has inspired many discussions on the future possibilities."

"The laundry business in Asia, particularly China, is experiencing revolutionary transformation. I am sure RFID technology can help laundry workshops automate their operations, thus overcoming challenges from higher cost and increased customers' needs," he added.

Mr Qinghua Zhu, the Laundry Supervisor of Royal Century Hotel Shanghai, attended the China Hotel Smart and Green Laundry Solutions Summit 2017. He said: "Sustainability is a hot topic in the hotel and laundry sector. By implementing green elements, it doesn't only help protect our planet but also allows us to optimise costs. I especially enjoyed the "Development trends of hotel smart cleaning & washing under new situations" session by Mr Liurong Huang. The session covered topics from technological adoption, resources balance and staff allocation, energy consumption. I learned how to improve my everyday work, and how to contribute to the green strategy of my organisation."

Texcare Asia is a biennial event organised by Messe Frankfurt (Shanghai) Co Ltd and the China Light Industry Machinery Association. The 2017 edition was held from 27 – 29 September, at the Shanghai New International Expo Centre. The next edition of Texcare Asia is set to be held in autumn 2019, in Shanghai, China.

It is also a sister event of Texcare International, the world market for modern textile care. Every four years, Texcare International provides an international venue for the textile-care sector in Frankfurt, Germany. The upcoming Texcare International will be held from 20 – 24 June 2020. For further details, please visit www.texcare-asia.com, or email

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de