

Final Report

Hong Kong, December 2015

Texcare Asia
International Trade Fair for Modern Textile Care
25 – 27 November 2015
Shanghai New International Expo Centre
Shanghai, China

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Texcare Asia 2015 concluded with record-breaking visitor attendance

Fair continues to serve as a holistic trade platform for Asia's textile care sector

Texcare Forum Asia's informative sessions revealed the newest industry and product trends

Texcare Asia, one of the region's most acclaimed trade exhibitions for the international textile care sector, ended its eighth edition on a bright note. Organised by Messe Frankfurt (Shanghai) Co Ltd and the China Light Industry Machinery Association (CLIMA), the biennial show returned to the Shanghai New International Expo Centre in China from 25 – 27 November 2015. The event set a new record with 10,267 visitors from 54 countries and regions attending, which represented a 20% increase from the 2013 edition.

Commenting on the show results was Mr Richard Li, the General Manager of Messe Frankfurt (Shanghai) Co Ltd. He enthusiastically shared: "Texcare Asia has unwavering support from the global industry, particularly from regional associations across continents. The impressive increase in visitor figures validates the show's status as the first-choice trade platform for textile care solutions in China and throughout the rest of Asia. It also reflects the steady growth in demand for upgraded laundry machinery and innovative solutions

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with heightened concerns about energy efficiency and integrated automation. I am pleased with the show results and believe the fair has contributed to unlocking greater market opportunities for suppliers worldwide.”

Over its three-day run, the show utilised 17,000 sqm of exhibition space and hosted 153 exhibitors from 19 countries and regions. They showcased a full spectrum of top-notch products, smart solutions and advanced technologies related to laundry, dry cleaning, dyeing, and ironing and textile management systems for industrial and commercial use.

Fair continues to serve as a holistic trade platform for Asia’s textile care sector

Held every two years, Texcare Asia is an important meeting point for exhibitors looking to expand their businesses in the region. Many leading brands seized the opportunity to showcase their latest advancements and competitive advantages to attendees this year.

Loyal exhibitor, Alliance Laundry Systems, enlarged its booth for the 2015 show to 500 sqm. On display was an array of machines from its family of renowned brands, including Speed Queen, UniMac, Huebsch and IPSO, with special focus given to their newly acquired brands, Deli and Primus. The company’s International Marketing Director, Mr Christophe Sisternas, shared: “With Texcare Asia being held in Southeast Asia, every customer from our distributors comes to the show, making it an important platform for us to show them how unique we are in the industry.” Mr Michael Li, Managing Director for the group’s Greater China business, added: “The Chinese market has great potential and is one of our biggest markets. We will retain our focus here for at least the next 10 years. Texcare Asia is our long-term business partner and it assists us in gathering industry

players and consumers in one place. It is an ideal channel for networking as well as for marketing our newest products to our other partners, suppliers and customers.”

The industry giant from China, Shanghai Sailstar Machinery Group Co Ltd, also returned to the 2015 show and successfully closed deals onsite. Mr Mingjun Yang, Vice President of the company, was impressed by the event results and said: “Texcare Asia is the most significant and popular industry trade fair for our customers. This year’s visitor flow was exceptionally high and we have met many end-users, laundry plant owners and professionals from China and other countries across Asia. I believe the fair is well-advertised and incredibly helpful to our business. For as long as the show is running, we will continue participating!”

Another participating exhibitor, Jensen Group, is widely renowned for its resource-saving technologies and expertise in automation. Ms Gerda Jank, Head of Marketing for the group, shared: “The Chinese market is maturing quickly and paying greater attention to ecological protection, productivity and safety. We are happy to be at the fair and interact with Chinese customers to give them the right solutions. We are extremely satisfied with the quality and quantity of visitors, and engaged in in-depth discussions with both large companies and smaller laundry factories. I am very confident that we will join the show again in 2017!”

Visiting the show were buyers with different requirements and demands. Mr Edy Susanto, Laundry Manager at Raffles Jakarta – a luxury hotel in Indonesia, came with the Indonesian delegation and commented: “This is a very successful exhibition. I am delighted to see plenty of solution options that I can compare and choose from. My colleagues and I found some products, including tunnel washers and fabric spreading machines from China, that we may place

orders for. In recent years I have noticed a big improvement in Chinese products that are competing with European ones. We are very much satisfied by the products demonstrated here and it is likely that we will place orders when we return to Indonesia.”

Mr Jong Hyun An, Vice Chairman of the Korean Laundry and Dry-cleaning Machinery Association, visited the show together with his fellow members. He mentioned: “The Korean laundry market is expected to grow considerably over the next five years. We came to the show to investigate market trends, see new products and network with industry players across the globe. In particular, we are interested in products and technologies related to coin laundry because there has been a surge in domestic demand for it. We have met some suppliers and may work with them in a technical way.”

Visiting the show for the first time were Mr Roy Cheng, Assistant Sales Manager and Ir Roy Leung, Assistant General Manager from E&M Contracting of The Jardine Engineering Corp Ltd from Hong Kong. They searched for laundry equipment that would provide optimised total solutions for their clients in Hong Kong and Macau. Mr Roy Cheng commented: “We decided to visit Texcare Asia because it was highly recommended by our work peers and customers. It was favourable that half of the exhibitors were from China and the other half were from overseas, because we look for products in different price ranges and with varied strengths to match the broad specifications of the many projects we work on.” Ir Roy Leung added: “The diversity of laundry machines is wide and basically everything along the supply chain can be found at the fair. The show is a good platform for us and anyone in the industry to keep pace with new products and market trends.”

Domestic distributors shared similar sentiment. Mr Richard Yang, representative of Pro-technic Engineering Co Ltd, visited for the third

time and explained: “My company distributes domestic laundry machines and provides after-sales services. This year, I intended to learn more about large-scale machinery for centralised laundry plants which serve hotel chains and restaurants. Those plants are eager to upgrade existing equipment and favour locally made machines due to low maintenance costs and high performance. The show is highly industry-oriented and I think it is the most professional trade fair in the region.”

Texcare Forum Asia’s provided informative sessions revealed the newest industry and product trends

Held alongside the show from 25 – 26 November, the Texcare Forum Asia was organised by Messe Frankfurt (Shanghai) Co Ltd, CLIMA and CINET from the Netherlands as well as supported by VDMA Garment and Leather Technology from Germany. Prominent experts and market leaders from renowned research institutes presented on topics covering innovative smart laundry concepts, and cost-saving RFID and ICT technologies. They also covered specific fashion care principles that help achieve high productivity, sustainability and maximised profits.

One of the forum speakers, Ms Sandra Constant, Head of the Department for CTTN Research Institute for Textile Care and Cleaning from France commented: “This is my first time speaking at the Texcare Forum Asia. The forum provides a good chance for participants to learn about what is happening in Asia’s textile market and to exchange ideas. Besides big topics like dry cleaning and laundry, issues related to energy savings are also popular in Europe. Related costs are relatively lower in Asia so this creates opportunities for brands. If brands want to develop their businesses in Asia, they have to adapt to the Asian market’s preferences for

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products, technologies and chemicals. The forum is where they can learn about it all!”

The next edition of Texcare Asia is scheduled for autumn 2017 in Shanghai, China. For more details, please visit www.texcare-asia.com or email to texcareasia@china.messefrankfurt.com.

Texcare Asia is a sister event of Texcare International. Every four years, Texcare International – the world market for modern textile care – provides an international venue for the textile-care sector in Frankfurt, Germany. The next edition of Texcare International will be held from 11 – 15 June 2016. For information, please visit www.texcare.messefrankfurt.com

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world’s leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132* trade fairs, of which more than half took place outside Germany. Comprising an area of 592,127 square metres, Messe Frankfurt’s exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at www.messefrankfurt.com.

* preliminary numbers (2015)