

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 opens its doors to the international textile care industry

Extensive coverage on advanced technologies, automation and green solutions to echo the latest market trends

Texcare Asia, one of the most reputed trade fairs for modern textile care in Asia, opens from today to 29 September 2017 at the Shanghai New International Expo Centre in China, after the two-year preparation.

Stepping into its 20th years in Asia, its scale grows, and the show's organisers are pleased to see the 2017 fair as the biggest show in its history. In an expansive exhibition space of 20,000 sqm, the fair will house 171 international exhibitors from 23 countries and regions including Australia, Belgium, Brazil, China, Denmark, France, Germany, Hong Kong, Indonesia, Italy, Japan, Korea, Macau, Malaysia, the Netherlands, Portugal, Singapore, Spain, Sweden, Switzerland, Taiwan, the UK and the US.

Demonstrating its strong foothold within the global and Asian laundry industries, numerous prominent brands are presenting at the three-day show. These include the likes of ASAHI, BÖWE, Castic-SMP, Chuandao, Ecolab, Electrolux, Girbau, Hohenstein, Jensen, Kannegiesser, Lapauw, Oasis, Sailstar, San-ai, Sea-lion, Seitz, TOTO, Vega, Voss, Weishi, YAC and Yamamoto. Over 11,000 trade visitors and buyers from around the world are expected to explore the latest industrial progress on laundering, press and ironing equipment, chemical products, as well as many other textile care solutions from these market leaders.

Extensive coverage on advanced technologies, automation and green solutions to echo the latest market trends

In recent years, the market has seen an accelerating demand for more personalised and faster laundry services. What's more, the industry is under pressure from the rise of operational expenditures and higher standards on environmental protection. In response to these shifting trends, the industry is now embracing the use of more advanced

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
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technologies to help overcome these challenges.

As an industry leading fair for the textile care industry, Texcare Asia maintains its goal in supporting its continuous advancements. Given the aforementioned needs on technological adoption, the 2017 edition has significantly expanded its focus on technologies, automation and green solutions to support the industry's sustainable development. A broader range of cutting edge solutions and advanced equipment will be showcased during the course of the show, ranging from heavy duty and smart laundry machineries, to automated and energy saving washing solutions.

The fair also sees extensive showcases on RFID (radio frequency identification) integration for laundry workshops. The track-and-trace capabilities of RFID will benefit laundry shops with increased operational accuracy, efficiency, visibility and loss-prevention.

In line with these focuses is the show's world class fringe programme, which features five events with over 30 sessions. Each has been organised to cover every corner of the industry's needs, for fairgoers to share, learn and connect. These forums are:

- Texcare Forum Asia 2017
- Convention on applications of smart and green laundry for national institutes
- China hotel smart and green laundry solutions summit 2017
- Management model for textile rental and laundry services
- RAL first annual conference & textile washing leasing technology forum

Commenting the ongoing evolution of the Asian market, Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: "With the launch of the "One Belt, One Road" initiative, the hotel and tourism markets in Asia are making positive progress under the backdrop of the Asia-Europe transport network, which has become further developed in recent years. Thanks to this, the needs of laundry and dry cleaning services will experience vigorous growth."

"Texcare Asia plays a vital role as the one-stop platform for industry peers to grasp these opportunities by introducing the products, innovations and topics which are in line with the very latest trends," Mr Li added.

Texcare Asia is a biennial event organised by Messe Frankfurt (Shanghai) Co Ltd and China Light Industry Machinery Association. The fair is also 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. For further details, please visit www.texcare-asia.com, or email texcareasia@china.messefrankfurt.com.

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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