

Press release

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TXCA & CLE kicks off next week, launching enhanced fringe programme

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The first edition of the Texcare Asia and China Laundry Expo (TXCA & CLE) will take place from 25 to 27 September 2019. A series of fringe events will highlight the latest developments in sustainability, operation efficiency, leather care technology and more, updating participants on the most current topics in a market that is subject to technological innovation. The show will also host the German and RFID areas. Both will focus on important trends and market developments, paying special attention to automation and green technology.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, is excited about the first edition: "Since the merger, this fair has become the largest annual industry event for the textile care and laundry equipment market in Asia. The product range will cover the entire supply chain, from washing to dry cleaning over leather care, textile rental, digital solutions and more. Together with the enhanced fringe event programme, we want to offer visitors a well-rounded experience that allows them to network, expand their business and benefit from all the industry knowledge and experience that we will gather in Shanghai."

Ms Xiuping Han, General Manager of Unifair Exhibition Service Co Ltd, also commented: "This is a milestone for Texcare Asia and the China Laundry Expo after the merger. This show not only presents a larger and better event to our global industry colleagues, it also encourages industry development and technological progress. I sincerely wish all participants a fruitful outcome!"

Across the 30,000 sqm exhibition space, the show will gather over 300 international exhibitors from 21 countries and regions. A total of seven prominent German brands will represent the German area, including BÖWE, Kreussler, Herbert Kannegiesser, Maxi-Press, Miele, Seitz and Veit. They will showcase a selection of their product range and unveil cutting-edge technologies, including dry cleaning machines, ironing equipment, fusing machines, underpressing and final pressing machines and many more, while sharing their industry knowledge with visitors.

Additionally, with the development of the IoT and the advancement of production automation, RFID is increasingly used in the laundry industry. In response to this, the RFID area will gather experts in various fields, including Bundle, Datamars, Dresscode, Etexsys, EWELL, Finove,

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Spotag and Thermopatch. They will focus on providing one-stop management solutions for textile care companies, medical units and hotels to help the industry elites cope with industry trends.

Fringe programme tackles industry trends

To facilitate industry communication and in response to current market trends, TXCA & CLE has crafted a list of events to help participants capture lucrative business opportunities, including:

- 2019 World Laundry Industry Summit Forum
- Laundry and Dyeing Industry Professional Skills Competition
- Seminar on Leather Care New Mode Exploration and Market Outlook
- Hotel Green Laundry Summit Forum

The 2019 World Laundry Industry Summit Forum will invite representatives from hotel chains and laundry equipment companies from China, Europe, Japan, Russia, the US and other countries to share their vision on global trends and new technologies in the textile rental and hospital laundry area. The Hotel Green Laundry Summit Forum will discuss the importance of sustainability, how to go green, and how to reduce the operational cost in the hotel industry.

On top of the focus on the traditional laundry market, TXCA & CLE also explores new and emerging industry markets that could present valuable opportunities for industry stakeholders. That's why this year's product range offers a special highlight on leather care. The show will bring together a number of experienced experts during Seminar on Leather Care New Mode Exploration and Market Outlook. Participants will find out more about how to properly care for the leather inside vehicles, and learn about the new business model in this specific industry.

Apart from the informative forums, TXCA & CLE will organise the Laundry and Dyeing Industry Professional Skills Competition. Supported by industry associations across the nation, this competition aims to improve the standard of laundry technicians in the industry. The competition will be divided into six categories, including front desk service, stain removal, leather care, shoe care, ironing, and garment darning. Contestants will showcase their skillsets and share their knowledge with each other.

TXCA & CLE is an annual event organised by the China Laundry Association and the China Light Industry Machinery Association from the industry, as well as Messe Frankfurt (Shanghai) Co Ltd and Unifair Exhibition Service Co Ltd. To find out more details about the show, visit txca-cle.com or email txcacle@china.messefrankfurt.com.

The show is part of Messe Frankfurt's textile care events. Texcare International is the international flagship fair of this brand, and is held every four years. It provides an international venue for the textile care sector in Frankfurt, Germany. The upcoming edition will be held from 20 – 24 June 2020. For further details, please visit www.texcare.messefrankfurt.com.

TXCA & CLE
Shanghai, 25 – 27 September 2019

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 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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