

Press release

July 2019

## Over 90% of exhibition space at TXCA & CLE booked, with more than 250 exhibitors

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**With less than two months until the first edition of the Texcare Asia and China Laundry Expo (TXCA & CLE) opens its doors, more than 90% of the booth space has been reserved. From 25 to 27 September 2019, TXCA & CLE is expected to welcome approximately 25,000 visitors across 30,000 sqm at the Shanghai New International Expo Centre. Over 250 exhibitors from 20 different countries and regions will make their appearance in order to connect with customers and industry professionals.**

Over the course of three days, TXCA & CLE 2019 will serve as a one-stop sourcing platform for industry stakeholders from the entire textile care supply chain. Both visitors and exhibitors will benefit from the business opportunities during Asia's most influential international exhibition for laundry equipment and technology. Participants can connect with industry stakeholders, gain insights in market trends and build their network in China and abroad.

During the previous editions of the Texcare Asia show and the China Laundry Expo, numerous local and international renowned brands gathered to showcase their latest products and technologies, including, but not limited to laundry, dry cleaning, folding, ironing and dyeing. After the merger, TXCA & CLE continues to receive great support from previous exhibitors. A number of key brands has already confirmed its booth, including Alliance, BÖWE, Chuandao, Datamars, Ecolab, Electrolux, Jensen, Kannegiesser, Kreuzler, Miele, Oasia, Sailstar, Sea-Lion, Vega, Weishi, and many more.

One of those key brands and a loyal exhibitor of the Texcare Asia show and the China Laundry Expo, Sea-Lion, is excited about the show. Mr Hong Chen, CEO of Jiangsu Sea-Lion Machinery Co Ltd, commented: "We decided to participate in this year's exhibition a long time ago and will showcase our latest products. Through TXCA & CLE, we can also present the latest achievements of Sea-Lion to the industry and expand our global vision, exchange knowledge about the latest technologies and learn from others to facilitate industry communication."

Mr Shun Han Chou, CEO of SANKOSHA Manufacturing Co Ltd, has high expectations of the show: "SANKOSHA has always valued the Chinese market and we hope to introduce our high-quality and high-efficiency equipment to Chinese industry peers. I am sure the scale and

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effect of TXCA & CLE will be one of the biggest in the textile care industry!”

Besides big industry names, with the expanded product portfolio and merging of resources, TXCA & CLE also received huge support across the global textile care industry. As of July 2019, supporters include:

- CINET International Committee of Textile Care (The Netherlands)
- FTN - Federatie Textielbeheer Nederland (The Netherlands)
- German Textile Cleaning Association (DTV) (Germany)
- Hong Kong Laundry Services Association (Hong Kong)
- International Drycleaners Congress (Canada)
- Korean Laundry & Dry-cleaning Machinery Association (Korea)
- Korean Laundry Industry Association (Korea)
- Laundry Business Association of Taiwan (Taiwan)
- Laundry & Dry clean Club (Thailand)
- TCA Textile Care Training Centre (Singapore)
- The Association of Macau Laundry Merchants (Macau)
- The Laundry Association of Hong Kong (Hong Kong)
- VDMA Textile Care, Fabric and Leather Technologies (Germany)

What’s more, over 80 associations in mainland China also support TXCA & CLE 2019. A number of the above supporters will arrange delegations to the show. Upon today, confirmed visiting delegations include German Textile Cleaning Association (DTV), the Laundry Association of Hong Kong, Laundry Business Association of Taiwan, TCA Textile Care Training Centre (Singapore) and the Association of Macau Laundry Merchants.

### **Fringe programme events to respond to market trends**

The fringe programme was composed to reflect the latest developments and technologies that drive the industry supply chain. Topics such as energy saving and cost efficiency capabilities are influencing the market worldwide. The events will respond to these market trends and allow both visitors and exhibitors to stay on top of the latest developments while connecting with industry stakeholders.

Fringe events include 2019 International Laundry Industry Summit, the China Laundry Industry Skills Competition and the China Laundry Association Member General Meeting. 2019 International Laundry Industry Summit will take place the day before the show, gathering industry professionals, enterprise management and industry elites from around the globe. They will exchange their findings about the latest technologies, dynamics and trends in the industry.

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](http://txca-cle.com) or email [txcacle@china.messefrankfurt.com](mailto:txcacle@china.messefrankfurt.com).

TXCA & CLE  
Shanghai, 25 – 27 September 2019

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](http://www.texcare.messefrankfurt.com).

**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](http://www.messefrankfurt.com)