

Press release

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## TXCA & CLE 2020 opens on 14 October to stimulate business in the textile care industry

Flora To  
Tel. +852 2230 9226  
Flora.to@  
hongkong.messefrankfurt.com  
www.messefrankfurt.com.hk  
[www.txca-cle.cn](http://www.txca-cle.cn)

**The 2020 edition of Texcare Asia and China Laundry Expo (TXCA & CLE), the dedicated trade fair for textile laundry, leather care, cleaning technology and equipment organised by the China Laundry Association, the China Light Industry Machinery Association, Messe Frankfurt (Shanghai) Co Ltd and Unifair Exhibition Service Co Ltd, will take place between 14 – 16 October 2020 at the Shanghai New International Expo Centre. Following a challenging period, the fair will stimulate market recovery, create new business opportunities and boost market confidence through its platform and activities.**

The global pandemic has brought both unprecedented challenges and business opportunities to the textile care industry in China and the entire Asian region. Business in the region is severely impacted as a consequence of the weakening catering, tourism and hotel sectors. At the same time, the pandemic and people's rising awareness of hygiene have bumped up the demand for intelligent laundry processes as well as effective sanitation of textiles used in medical and health care facilities. During its three day run, TXCA & CLE will provide an effective business platform for industry professionals to grasp these new opportunities and help the industry recover.

Over 120 exhibitors will demonstrate their latest products and technologies across 10,000 sqm of hall space at this year's edition, highlighting medical laundry and sanitization solutions, as well as automation, digital technologies and intelligent laundry systems. Some of the participating brands include: Beiteli, BÖWE, Chuandao, COZY SLIPPER, Dameisi, Guangtai, Hanhong, HAONR, HOOP, Hua Hai Zhi Bang, Hydro, Inchun, Kannegiesser, Laundry, Laundrymate, Miura, PONO, SEA-LION, Shuangfeng, SPOTAG, Sunshine, TEDA, Tongfei, Topoly, Unisec, Vega, Wansan, Waterminister, WEISHI, and YIJIE.

### **Fringe events to help industry professionals navigate trends**

This year's TXCA & CLE fringe programme will gather industry experts to share their knowledge on topical industry issues such as technology, service innovations and industrial upgrades. Some highlights include:

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

### Reform and Development of the Chinese Laundry Industry in the Post-pandemic Era

Date: 14 October 2020

Time: 13:30 – 17:10

Venue: M16 Conference Room, Shanghai New International Expo Centre (Inside hall E10)

Six industry professionals will discuss the impact of COVID-19 on the textile care industry, highlighting how industry players can benefit from new business opportunities that have emerged. Trends such as intelligent laundry systems, digital technologies and cost saving management processes will also be explored.

### Ceremony of Achievement: Anti-pandemic Role Models from the Chinese Textile Care Industry and Networking Event for Leaders of Textile Care Industry Associations

Date: 14 October 2020

Time: 18:00 – 20:00

Venue: Shanghai Renaissance Pudong Hotel

Industry leaders will present awards to role models selected from 230 associations, companies and individuals that have made significant technological or commercial contributions during the pandemic.

### China Textile Hygiene Service Expert Forum

Date: 15 October 2020

Time: 13:00 – 17:30

Venue: M16 Conference Room, Shanghai New International Expo Centre (Inside hall E10)

This forum brings together experts from the medical textile care industry. The discussions will cover difficulties and opportunities the industry is facing and how medical textile companies can manage and develop intelligently during the pandemic.

### Exploration of Outstanding Dyeing and Washing Companies

Date: 16 October 2020

Time: 08:30 – 12:00

Venue: Shanghai Jiebao Washing Service Co Ltd

To help washing and dyeing companies increase competitiveness and explore the best production, operation and management models, the China Laundry Association is providing a platform for industry players to share their professional experiences and best practices.

### Online + Offline Experience

Date: 14 – 15 October 2020

The organisers of TXCA&CLE 2020 are implementing a new “online + offline” experience to connect professionals in the textile care industry who are unable to travel to the fairground with onsite participants through livestreamed exhibition content, including product demonstrations and forums. Participants can register for the online experience by visiting the

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fair's official WeChat platform.

### **Extra health care and hygiene precautions in place**

Ensuring the health and safety of every participant is the top priority of the organisers. To maintain a clean and hygienic environment for visitors and exhibitors, extra measures will be in practice during the fair. These include: real identity pre-registration, entry checkpoints to verify the digital health code of all participants, and onsite temperature scans. There will be frequent sanitisation of facilities and distancing measures implemented for seminar attendees.

TXCA & CLE is an annual event organised by the China Laundry Association and the China Light Industry Machinery Association, as well as Messe Frankfurt (Shanghai) Co Ltd and Unifair Exhibition Service Co Ltd.

For more details about the show, please email [txcacle@china.messefrankfurt.com](mailto:txcacle@china.messefrankfurt.com) or [txcacle@unifair.com](mailto:txcacle@unifair.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 27 November – 1 December 2021. 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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 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)