

Press release

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TXCA & CLE postponed to 14 – 16 October 2020

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TXCACLE20_postponement_EN

Due to global travel restrictions facing international participants, and business disruption caused by the COVID-19 pandemic, the 2020 edition of Texcare Asia and China Laundry Expo (TXCA & CLE), originally scheduled for 13 – 15 August has been postponed. The dedicated trade fair for textile laundry, leather care, cleaning technology and equipment will take place during the new timeslot of 14 – 16 October 2020 at the Shanghai New International Expo Centre.

Having attracted exhibitors from 21 countries and regions at its previous edition, TXCA & CLE is one of the most international platforms for the textile care industry in Asia. As the COVID-19 pandemic has stabilised, global border and travel restrictions are gradually being relaxed. Against the backdrop of this constantly changing situation, the fair's organising committee have taken the logical step to postpone the fair to a time later in the year when all participants will have a more equal chance of attending the fair.

After consultations with a wide range of stakeholders, the organising committee has decided that deferring the fair to October is the best course of action as the postponement would make it more likely for overseas participants to attend the fair when the situation is more stable. In the meantime, the organisers will leverage their online platforms to offer promotional services to those exhibitors and visitors who cannot attend the fair.

In addition to travel restrictions, business disruption also informed the organising committee's decision to postpone the fair. Currently, the laundry and dyeing industry, as well as hotels and restaurants in China are recovering steadily. By rescheduling the fair to October, hard-hit suppliers, as well as buyers, will have more time to recover in time for a productive show later in the year. After six months of reduced business activity, the rescheduled fair will act as a catalyst for further recovery, providing a chance for suppliers to capitalise on pent up market demand.

Demand for sterilisation solutions, as well as automation and digital technology to combat COVID-19 creates market opportunity

With researchers around the world racing to develop a vaccine for COVID-19, the textile care industry may also have an important role to

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play. Sanitation and sterilisation of textiles used in medical and health care facilities is becoming an increasingly pressing issue. The global shortage of surgical gowns, for example, has created a market for effective sterilisation solutions to stem overreliance on single-use textiles. Hotels, restaurants and other workplaces where textiles are reused are facing similar pain points, with a need for sterilisation services that ensure textiles can be safely reused.

In addition to sterilisation services, the need for automation and digital solutions has also increased as a result of the epidemic. Through the use of digitalisation and robotic technology, the washing process can be automated to ensure zero human contact with contaminated textiles. The application of image recognition technology, IoT, big data, cloud computing and other technology is also enhancing operational intelligence, enabling flexible production and efficient logistics. These developments are not only improving safety standards, they are also helping suppliers become more competitive amidst the current market conditions.

Opportunities to explore this new growth market, together with business openings across the entire supply chain, including machinery, cleaning systems, chemicals, leather care products, tools, peripheries, rental services and more will be available to participants of the rescheduled TXCA & CLE event in October.

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. In 2019, the fair attracted 25,202 global visitors, who networked and conducted business with 311 international brands.

For more details about the show, please email txcacle@china.messefrankfurt.com or 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.

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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

TXCA & CLE
Shanghai, 14 – 16 October 2020

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

* preliminary figures 2019