

Press release

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Around 200 exhibitors expected as TXCA & CLE 2022 adds two new laundry zones

Jason Taylor
Tel. +852 2230 9296
jason.taylor@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.txca-cle.com

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With less than a month remaining until the commencement of this year's Texcare Asia & China Laundry Expo (TXCA & CLE), anticipation is building for exhibitors and visitors alike. From 28 – 30 September 2022, the Asia-renowned trade fair of laundry and cleaning technology and machinery is set to be held at the Ningbo International Conference & Exhibition Center. Its 15,000 sqm of floor space is expected to host about 20,000 visitors and 200 exhibitors.

Faced with the changes brought about by the ongoing pandemic, China's laundry industry is presented with new challenges and opportunities. The three-day TXCA & CLE 2022 aims to provide an all-encompassing business platform, and will play host to a series of industry specific fringe activities, to boost industry exchanges, strengthen the connection between buyers and suppliers, and promote market recovery.

Two new zones will be added to the show floor this year – the Leasing Laundry Circle, which encompasses the shared linen, uniform rental and laundry areas; and the Luxury Care Zone, which is comprised of the high-end clothing and leather renewal areas. These new zones will bring together high-quality suppliers and manufacturers in related fields. By showcasing the latest technology and innovative models, the aforementioned exhibitors and the industry visitors that they attract can together focus on exploring extensive business opportunities.

The leading brands that have confirmed their participation in the two new zones include:

- **Leasing Laundry Circle:** Agiletex, Anxin, Datamars, Thermopatch, Kaga Fei, Dushang, Tecbod, Jiehong Nonwoven, Shandong Juntai, Nanhe, Shensilan, Sheng Xuelan, Fidefu, F&C, Tengyu Weaving, Cozy Slipper, Spotag
- **Luxury Care Zone:** Hanor, Haonr, Mr. Clear, Jieshen, Laise, Yiforlai, Hema Clean

As a loyal exhibitor of TXCA & CLE, Mr Lv Liyi, President of Shanghai Weishi Machinery Co Ltd, is also eager to exhibit at the 2022 edition: "In the largest booth at this year's fair, Weishi will present its innovative capacity for laundry intelligence and digitalisation. We look forward to gathering in Ningbo with everyone and making new industry friends. We

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

wish for this fair to be a complete success.”

Ms Qi Huiwen, General Manager of China Herbert Kannegiesser GmbH, expressed her belief in the fair’s importance: “In the shadow of the pandemic, the connection between people is particularly valuable. We choose to participate at TXCA & CLE because we believe in the resilience of the Chinese economy and the eventual development of the industry. Channel players want exchanges and the resources needed to stay connected. TXCA & CLE remains an irreplaceable platform for efficient networking and demonstration.”

Evidently, the fair is well-received by the worldwide laundry and textile care industry. In addition to support from exhibitors and visitors, the 2022 fair has received the full backing of over 100 domestic and international industry associations, and visiting delegations of 22 such associations have already confirmed their attendance at the fair this year.

Fringe programme to inspire positive development

The fair’s rich lineup of concurrent events keeps participants abreast of the latest market developments, and will actively promote the development of the industry, as well as focus on cutting-edge technologies in the industry supply chain. At this year’s events, in-depth discussions will be conducted on issues that are affecting the development of the global market, such as energy savings, environmental protection, and cost efficiency. This will help visitors and exhibitors understand current market development trends and establish relevant business contacts with industry insiders.

This year’s key fringe programme events include the 4th Awards Ceremony of the China Laundry Industry, the China Laundry Industry Innovation and Development Conference, Laundry OnLive, and Exhibitor Product Showcases. Together with the laundry industry associations from across the country, the organising committee of TXCA & CLE will present awards to a number of industry role models – outstanding enterprises and individuals who are still forging ahead despite the impact of the pandemic. The aim of these awards is to inspire laundry practitioners to actively cope with challenges, make innovations, and turn crises into opportunities. Additionally, the China Laundry Industry Innovation and Development Conference will host experience-sharing sessions regarding successful service and operations as well as changes in consumer behaviour.

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 or txcacle@unifair.com.

The show is part of Messe Frankfurt’s textile care events. For further

details, please visit www.texcare.com/brand.

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. 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

Background information on UNIFAIR

Established in 1992, UNIFAIR Exhibition Service Co Ltd is a pioneer in the field of professional exhibition organising services in China. Connecting the world through innovation, UNIFAIR has continued to optimise and innovate its services throughout its 30 year history. Through this ethos, UNIFAIR has delivered top tier exhibitions at an international standard with professional management, helping companies develop their brand, market their products and deepen their cooperation ties. UNIFAIR has successively organised more than 40 large and influential international exhibitions, making important contributions to industry developments and technical advances.