

news +++ Texcare Asia & China Laundry Expo  
Shanghai New International Expo Centre, China, 2 – 4 August 2024



## Texcare Asia & China Laundry Expo 2024 presents smart, automated and customised washing solutions this week

**Shanghai, 29 July 2024. The leading laundry and textile care exhibition in Asia is set to return to the Shanghai New International Expo Centre from 2 – 4 August 2024, showcasing the latest innovations and industry trends in the world of laundry and textile care. Across 23,000 sqm of the show floor, 289 exhibitors from 14 countries and regions, including China, Germany, Italy, Japan, the Netherlands and the USA will be in attendance, catering to an expected over 20,000 trade visitors.**

Texcare Asia & China Laundry Expo 2024 (TXCA & CLE) will highlight several key industry trends. These include the growing importance of digital management and information security, a surge in rental service providers, as well as the increasing adoption of intelligent, automated, and customised washing equipment. The rapid adoption of AI technology starting late last year across all sectors has brought new opportunities and challenges to the washing industry, with potential gains in increased efficiency, cost savings, personalisation, sustainability and predictive maintenance.<sup>1</sup> There is also an increasing demand for laundry equipment and services in general, where for example China alone has seen the installation of 293 new continuous tunnel washer systems in 2023, continuing an upward trend for the past nine years.<sup>2</sup>

Visitors can look forward to engaging with these trends at the show, which is hosting a diverse array of renowned domestic and international exhibitors showcasing their latest innovations in the commercial washing sector. Big names include Bowe, Chuandao, Ecolab, Eliza, Girbau, Haier, Hoop, Oasis, Sankosha, Sea-Lion, Unisec, Weishi and many more. At the same time, exhibitors from the rental laundry services sector have reached a new high, especially in the rental software and medical textile sectors. Exhibitors in this category include Datamars, Finove, Huayuan, KAGA FEI, Kiosoft, NIUZHANGGUI, PORRAY, SENPU XUNJIE, Spotag, Tengyu Weaving, Thermopatch, and YALAN.

In addition to the variety of international and domestic exhibitors participating this year, the show also enjoys strong support from local and overseas laundry associations and visiting groups which attracts many quality buyers. This year's show features industry associations and professional buyers from all over the world, including China, India, Indonesia, Korea, Malaysia, Mexico, Singapore, Spain, Thailand, and more.

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<sup>1</sup> "Exciting Times Ahead, Advantages of AI in the Laundry Industry!", LinkedIn Pulse, 9 June 2023 (Retrieved 8 July 2024)

<sup>2</sup> China Laundry and Dyeing Industry Development Research 2023, CGCC Laundry Association, (Retrieved, June 2024)

**Fringe events to cover to the breakthrough areas of the commercial laundry sector**

To address the changes driven by artificial intelligence, digitisation, and globalisation, this year's TXCA&CLE will feature a series of concurrent events aligned with global trends and market development prospects. These activities will bring together industry experts to discuss cutting-edge technologies, share ideas, and present successful case studies. The goal is to enhance communication and cooperation among leading industry players and promote overall progress within the laundry industry.

**The 3<sup>rd</sup> China Laundry Industry Internet and Digital Innovation Conference**

Executives from top laundry and dyeing companies and IT experts will meet to discuss internet technology in clothing care and commercial laundry. The event will also assess the applications of AI and how to drive digital transformation in the industry.

Date: 1 August 2024

Venue: Wassim Hotel

**The Launch Ceremony and Exchange of the Shoes & Clothes Washing Festival 2024**

Industry leaders from laundry and dyeing companies and associations will showcase the transformative impact and added value of meticulous care techniques for shoes, clothing, and household goods through exemplary case studies.

Date: 1 August 2024

Venue: Wassim Hotel

**The Hospital Logistics Control & Security Intelligent Management Forum**

Experts in logistics management from leading hospitals across the country, along with technology providers and representatives from laundry businesses, will convene to discuss infection control management, digital applications, and emerging industry trends in medical textile laundering.

Date: 3 August 2024

Venue: Meeting Room W2-M9, SNIEC

**2024 Digital and Intelligent Development of Laundry Equipment Industry Seminar**

The conference will address the future of digital advancements in the laundry equipment industry, including artificial intelligence, digital twinning, and smart operations. Attendees will discuss challenges and opportunities in boosting productivity in the sector.

Date: 3 August 2024

Venue: Meeting Room W1-M1, SNIEC

**New Product Launch / Technical Exchange Meeting of Leading Companies**

This event will showcase newly launched innovative products and facilitate technical discussions. Participants can expect insightful presentations, live demonstrations, and networking opportunities that will provide valuable insights and connections within the sector.

Date: 2 – 4 August 2024

Venue: SNIEC

TXCA & CLE is an annual event organised by the Laundry Committee of China General Chamber of Commerce 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, headed by Texcare International, which will take place from 6 – 9 November 2024 in Frankfurt, Germany. For further details, please visit [www.texcare.com/brand](http://www.texcare.com/brand).



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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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

**Background information on UNIFAIR**

Established in 1992, Unifair Exhibition Service Co., Ltd. is one of the senior exhibition organizers in China, specialized in professional exhibition services.

Since her establishment, UNIFAIR has been continuously improving and innovating her exhibition philosophy. With the concept of "Innovation Connects the World", UNIFAIR has successfully organized more than 100 large-scale exhibitions involving over 20 industries. By constantly adhering to the service tenet - Our Professionalism for Your Value, UNIFAIR keeps striving for perfection to deliver all-in-one services for our clients, helps Chinese enterprises to perform on international platform, assists overseas companies to explore the China market. Nine exhibition brands of UNIFAIR, cover Beijing, Shanghai, Guangzhou, Shenzhen. International business involves India, Italy, Germany, and South-east Asian countries, with clients spreading over 100 countries and regions worldwide. As the builder of international trade platforms, UNIFAIR owns abundant clients resources, complete marketing channels and huge promotional networks. Maintaining excellent cooperation relationship with government sectors, industry associations, trade organizations and medias from over 70 countries and regions globally. For more information, please visit: [www.unifair.com](http://www.unifair.com)