

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



Texcare Asia & China Laundry Expo 2024 booths in high demand, with over 250 exhibitors confirmed

Shanghai, 27 May 2024. Two months before the fair, anticipation runs high for Asia’s leading laundry and textile care trade fair – with over 250 exhibitors from 15 countries and regions already registered. From 2 – 4 August at the Shanghai New International Expo Centre, key industry players will demonstrate their freshest products and technologies across sub-sectors including textile laundry, leather care, cleaning machinery and supplies, and more. With innovations, networking opportunities, and expert insights all under one roof, visitors and exhibitors alike are set to benefit from the one-stop platform that unites the entire textile care supply chain.

In the Chinese textile care industry, which is valued at around USD 22.7 billion¹, the annual show has established itself as the benchmark for buyers in multiple related sectors. These include laundry factories, dry cleaners, leather care shops, hotels, hospitals, nursing homes, and schools. With last year’s show attracting 27,247 visitors, including 10% international buyers, 2024’s anticipated strong visitor flow has ensured a comprehensive range of products and services onsite, from washing equipment to chemicals, accessories, rental services, intelligent products, and more.

During previous editions, numerous renowned domestic and international brands gathered to unveil their latest products and technologies reflecting the entire spectrum. The fair will also welcome new exhibitors such as AiQi, Changjian, Devotion Boiler, Haishihua, Huayuan, Keling, Kiosoft, Kuaijie, Ruiying, SEKO, VANCH, Wanzl, Xingcheng, Yaojiang, Zhonglan, among others.

Rental service exhibitor numbers reach a new high

The number of registered exhibitors in the rental sector has reached a record-breaking 35, demonstrating the growing prominence of rental services in the industry. Exhibitors include Datamars, Finove, Huayuan, KAGA FEI, Kiosoft, NIUZHANGGUI, PORRAY, SENPU XUNJIE, Spotag, Tengyu Weaving, Thermopatch, and YALAN. As the industry undergoes digital transformation, rental service is steadily emerging as a new market trend. Digital technology is expected to drive even faster growth in the future market, and provide consumers with higher-quality and more convenient laundry services.

¹ 'China Laundry Appliances Market Industry Market Size and Share Analysis – Growth Trends & Forecasts (2024 – 2029)', September 2023, Mordor Intelligence Research & Advisory Source: <https://www.mordorintelligence.com/industry-reports/china-laundry-appliances-market-industry>, (Retrieved: March 2024)

Extensive industry support

Mr Liyi Lyu, Chairman of Shanghai Weishi Machinery – a frequent exhibitor – is looking forward to new opportunities: "At last year's show, we presented our latest intelligent and digital equipment technology, capturing significant attention onsite. This show provides us with a platform full of opportunities and strengthened cooperation amongst industry players. With a strong focus on international business, we will participate again in 2024, looking forward to meeting old and new worldwide friends. We strive to grow and strengthen our brand on the international stage."

Making his debut at this year's show, Mr Yino Yin, National Sales Director of SEKO China, commented on the themes of innovation and transformation in the industry: "The laundry industry faces numerous global challenges, with heightened public expectations for sanitation in public spaces. In need of transformation, China's cleaning and hygiene industry seeks innovative solutions. As the global leader in dilution and distribution of cleaning and hygiene materials, we bring authentic and cutting-edge technology from Italy to China through this exceptional platform, driving the industry's prosperous development."

Besides exhibitors, with the expanded product portfolio and merging of resources, the upcoming fair has garnered widespread support from both domestic and international industry associations. These include more than 100 institutions and organisations from 13 countries and regions, including Canada, China, France, Germany, Japan, Korea, the Netherlands, and Singapore – laying a solid foundation for a successful show.

A wealth of concurrent events to keep fairgoers up-to-date

Covering multiple fields such as digital innovation in the laundry and dyeing industry, smart construction of hospital logistics, and shoes and clothing care, the show's fringe programme aims to facilitate learning and discussions, and drive technological progress and industry development.

A highlight event is The 3rd China Laundry Industry Internet and Digital Innovation Conference, set to discuss the application of smart technology in diverse areas, including clothing laundry and dyeing, hotels and hospital textile laundry. In addition, The Management of Intelligent Logistics Solutions in Hospitals will focus on hot topics such as infection control solutions in hospital textile washing and digital development. Experts in hospital logistics management from top-level hospitals nationwide, technology providers and laundry companies will come together to explore these themes.

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 or txcacle@unifair.com.

The show is part of Messe Frankfurt's textile care events. For further details, please visit www.texcare.com/brand.

Texcare Asia & China Laundry Expo will be held from 2 – 4 August 2024.



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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 more than € 600* 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

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

* Preliminary figures for 2023

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