

Press release

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Steady exhibitor registration for TXCA & CLE provides encouraging news for the textile care industry

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With China's economic recovery continuing to gain momentum, expectations for this year's Texcare Asia & China Laundry Expo (TXCA & CLE) are gradually improving. With four months remaining before the fair opens its doors, 75% of booth space has already sold out, with more than 130 exhibitors confirming their participation. Taking place from 27 – 29 September at the Shanghai New International Expo Centre, the fair is expected to attract 250 exhibitors and an estimated 20,000 visitors across 25,000 sqm of floor space. The proportion of foreign exhibitors represented through their local Chinese representatives is also encouraging, with brands from Germany, Japan, Korea, Spain, the UK and the USA confirming their participation.

In comparison to 2020, this year's fair is set to take place amidst a more favorable business landscape. The market for laundry services in China is regaining momentum, with tourism (the driving force behind demand for textile services in hotels and restaurants) seeing a significant uptick. The recent May 1st Golden Week holiday, for example, saw tourism return to near pre-pandemic levels, with around 230 million trips made within the country¹.

Textile care brands, both foreign and domestic, are keen to build their presence in this market, with September's event providing an excellent opportunity to do so. This year's exhibitor line-up includes ASAHI, BÖWE, Chuandao, Girbau, Herbert Kannegiesser, Huahai Zhibang, HYDRO, Jensen, Sailstar, Sea-Lion, Sun Shine, UNISEC, Weishi, and Yasen, just to name a few.

Intelligent laundry solutions continue to gain momentum

Despite bringing unprecedented challenges to the industry around the world, the pandemic has provided an opportunity for industry players to re-evaluate the needs of their customers. Thanks to their convenience and cost saving efficiencies, intelligent laundry solutions are continuing to gain popularity among laundry room managers and end-users, and are therefore set to be a prominent theme during this year's TXCA & CLE.

¹ Data Center of the Ministry of Culture and Tourism.

<http://www.ctaweb.org.cn/cta/gzdt/202105/356af7c0ae6c4515b21f86a08de51b93.shtml>

Retrieved 11 May 2021.

Textile hygiene in the medical sector, energy efficiency, and sustainability are also set to be a focus for buyers, with manufacturers and service providers from these segments presenting their latest equipment and solutions across 25,000 sqm of floor space during the show.

Overseas support for TXCA & CLE grows

Recognising the potential in the China market, a contingent of foreign brands represented by their local Chinese sales offices are looking to build their presence and find new sales partners at this year's fair. But it is not just individual exhibitors that are recognising the value of TXCA & CLE as a gateway to opportunities in the region. New overseas associations from France and Russia have become official supporters beginning from the 2021 edition, namely the FFPB (French Federation of Dry Cleaners and Laundries), the AFL (French Laundry Association), and the Russian Drycleaners & Launderers Association (AHP).

Representing large contingents of dry cleaners and laundromats in their respective countries, the associations add to a growing list of international supporters that promote cooperation between TXCA & CLE and the textile care sector around the world.

Extra health and hygiene precautions to be implemented

To maintain a safe and hygienic environment for visitors and exhibitors during the fair, additional public health measures will be put in place. These include: real identity pre-registration, entry checkpoints to verify the digital health code of all participants and onsite temperature scans. Frequent sanitisation of facilities and distancing measures will also be 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. The 2021 edition will be held from 27 – 29 September at the Shanghai New International Expo Centre.

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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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

TXCA & CLE
Shanghai, 27 – 29 September 2021

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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020

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.