

Press release

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## Texcare Asia & China Laundry Expo 2023: industry development a key theme at last week's record-breaking global textile care platform

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**With the international and domestic laundry industries eager for renewed connections post-pandemic, a record-high 337 exhibitors from 15 countries and regions showcased their latest innovations to 27,247 buyers from 59 countries and regions. From 25 – 27 September 2023, held across 25,000 sqm at the Shanghai New International Expo Centre, products on display represented some of the most up-to-date solutions in respect to automation, intelligence, and sustainable development. Upstream and downstream companies were pleased with the business conducted across the three-day laundry and textile care trade fair, while the organisers noted their satisfaction at statistics that surpassed their expectations.**

Mr Richard Li, Managing Director of Messe Frankfurt Shanghai Co Ltd, said: “As the first edition post-pandemic, and with the market still in a state of recovery, we expected that the number of exhibitors and visitors would be somewhat subdued. However, we are pleased to note our highest-ever exhibitor figure, with the internationality and total visitor numbers also much increased from the 2020 edition. The business-friendly nature of this fair is always worth noting, with buyers giving their particular attention to the industry’s most up-to-date innovations, such as Weishi’s unmanned towel folding machine, Jensen’s Inwatec soil sorting system, Chuandao’s no-steam washing equipment, and Alliance’s UniMac 500G Pocket Hardmount Washers.”

Meanwhile, Ms Xiuping Han, Managing Director of Unifair Exhibition Service Co Ltd, noted: “While the epidemic has severely impacted the laundry industry, it has also promoted the transformation and upgrading of the industry to a certain extent. Buyers at TXCA & CLE 2023 were able to find multiple efficient, intelligent and environmentally friendly products. Through this platform, we were pleased with the chance to inject vitality and innovation into the industry’s development, and bring numerous business opportunities to upstream and downstream enterprises.”

**Highlights from the extensive laundry and textile care platform**  
Industry stalwarts present included Alliance, Chuandao, CSM, Fagor, Girbau, Jensen, Kannegiesser, Laundrymate, Oasis, Sankosha, Sea-Lion, Weishi, and more. Also hoping to make a lasting impact were over 90 new domestic suppliers, including Anxin, Bangdi, Debeiouke, Dinasi,

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

Frstd, HongMade, Kld, Niuzhanggui, Phoenix, Prima, Rejing, RENCHANG, Riello, Royal Wash, Sidefu, Tecwoo, and many more. Overall, first-time exhibitors made up nearly one third of the fair's total.

Beyond the booths, the fair's fringe programme added value to fairgoers' experience, by providing unique insights at the 4<sup>th</sup> China Public Textile Laundry Summit Forum or the 2023 Textile Care & Laundry Industry Networking Event. In addition, other key events included the 4th Awards Ceremony of the China Laundry Industry, the 13th Laundry and Dyeing Industry Vocational Skills Competition Grand Final, the 4<sup>th</sup> China Laundry Industry Award Winners Show, and TXCA & CLE Laundry OnLive.

Strong support was shown by almost 100 laundry associations, with many bringing a host of quality buyers to the show. In addition to Mainland China, delegations from across Europe were in attendance, and from Asian countries and regions such as Hong Kong, India, Macau, Malaysia, and Singapore. Apart from the delegations, overseas visitors numbered 2,861, with many exhibitors pleased with the chance to once again showcase to a global market.

### **Exhibitors' experiences**

"The visitor numbers have surpassed my expectations, and I really appreciate that we can participate at TXCA & CLE again after three years. You can never forget face-to-face connections, which is why this exhibition is very important. Many Asian customers have visited our booth, from Korea, Japan, the Philippines, Thailand, Malaysia, Indonesia, India, as well as many from China, Taiwan, and Macau. Tomorrow we will meet many customers from Australia and New Zealand. We are showcasing our latest energy-saving technology with touchscreens, readymade for IoT."

**Mr David Liu, General Manager, Alliance Laundry Systems**

"This fair is very influential - when the industry comes together, ideas are shared and innovation takes place much more quickly. One of our main highlights this year is our new condensate trap, which is made of stainless steel with no moving parts, and saves 18 – 25% on a machine's total energy costs. We have a strong presence in Europe, and although the brand is very well known we are trying to further increase our market share in Asia. Yesterday a Singaporean customer told me he is still using his BÖWE machine 37 years after purchase!"

**Mr Manuel Ziermann, Sales & Development, BÖWE Textile Cleaning GmbH**

"One of our highlights here is our new Genius product range, which is characterised by its combination of user-friendliness and sustainability. The other range we are showcasing is Aurum, developed specifically for the Chinese market. Two clear trends we can see at this show, with both driving innovation in this industry, are sustainability and automation. This show is extremely important to help industry growth, and to give us the ability post-pandemic to meet our customers again, reconnect with our distributors, and give them confidence that we have been innovating for the past few years."

**Mr Serge Joris, President, Girbau Group**

“The last TXCA & CLE was three years ago, and the pandemic had a big impact on our customers, particularly in China. For us this year’s show is more about meeting with our customers again, discussing the issues they have, such as increased energy costs, and trying to find solutions. After the pandemic, ramping up production again was a challenge, but we were able to react better as we retained all of our employees throughout this period. What our industry needs is innovation, information, and exchange of information, and shows like TXCA & CLE are very important to learn from each other and to help industry growth, now and in the future.”

**Mr Michael Harre, Chief Sales and Service Officer, Herbert Kannegiesser GmbH**

“We have brought new nano-bubble washing equipment to this exhibition, and the promotion and application of this technology will completely change the existing traditional laundry process, which is a revolutionary achievement for our industry. As a pivotal industry event in Asia, TXCA & CLE brings together people from various countries in laundry and related industries. It provides us with a high-quality platform for the exchange of technology and products, and a vision of the industry’s future. With both opportunities and challenges ahead, we still need to pursue the in-depth transformation of digitalisation and intelligence to help washing enterprises achieve efficient, low-consumption, automated production.”

**Mr Aaron Zhang, Deputy General Manager, Jiangsu Sea-Lion Machinery Co Ltd**

“We have brought 15kg and 24kg washing machines to this edition, as we are currently launching these two products. Looking at the future of the commercial washing industry, it is inevitable that it will focus on the general direction of energy saving, water saving and environmental protection. TXCA & CLE’s influence in the industry is undoubtable, the visitor flow is very high, as is the number of exhibitors. This show has always been the industry’s barometer, and leading the growth of its prosperity. The whole industry has high expectations for TXCA & CLE, which is why it brings so many participants together.”

**Mr Zhengkai Xiao, Laundry General Manager, Qingdao Haier Washing Machine Co Ltd**

### **Visitors’ feedback**

“This is a great show, with many international visitors, and I have been pleased to see many new products and equipment, with exhibitors more inclined towards partnerships to help us face our challenges and grow our companies. My presentation was about the new economy post-pandemic, what has changed, and the collaborations we can explore to navigate new frontiers. Industry players are very interested to learn about opportunities, both within China and beyond. One of the key emerging markets is ASEAN, home to around 680 million people, which will see a lot of investment in the next five to ten years.”

**Mr Alex Teo, President, Global Association of Textile Services**

“The products on the show floor this year were very diverse, with much new technology, such as advanced washing machines and finishing

equipment, as well as advanced chemicals and the latest software. TXCA & CLE has a huge influence in the industry, and I can meet many friends and associates here again. With the development of technology, big data, and artificial intelligence, the future can bring more innovational products to our washing and dry-cleaning industry, so that its quality and efficiency can be improved.”

**Mr Li Jinxuan, President, Shanghai Laundry & Dry-cleaning Industry Association**

“Due to TXCA & CLE 2023, we organised a group of Beijing representatives to visit the Yangtze River Delta region to learn and share knowledge. Together we visited several well-known equipment manufacturers, organised a seminar on innovational products, and finally visited the show together. Through this year’s platform, we have been able to have in-depth exchanges with industry insiders and better understand the latest industry developments. During our information exchanges we found that hotels, restaurants, and other commercial enterprises now have higher laundry requirements.”

**Mr Jidong Guo, President, Beijing Laundry Industry Association**

“The most important trends are sustainability, which is very important for this industry; and automatisisation, which is the next step to digitalisation, and bringing everything in the supply chain much closer together. The biggest challenge during the pandemic was that industry players couldn’t physically meet, which is why we are glad to be back at trade fairs. At TXCA & CLE in Shanghai, there are so many people from all over the world meeting again, which is crucial for our business. I have met several significant exhibitors already, who are overwhelmed with the quantity and importance of the customers here.”

**Mr Elgar Straub, Managing Director, VDMA Textile Care, Fabric and Leather Technologies**

As the leading trade fair for the laundry and textile care industry in Asia, TXCA & CLE provides business openings across the supply chain, including machinery, systems and accessories, chemicals and consumables, digital and intelligent solutions, energy saving and environmental protection technologies, leather care products, rental services and more.

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.

The next edition of Texcare Asia & China Laundry Expo will take place from 2 – 4 August 2024. 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. For further details, please visit [www.texcare.com/brand](http://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 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 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)