

Press release

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90% of booth space for TXCA & CLE 2023 already sold out

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With well over three months remaining before this year's Texcare Asia & China Laundry Expo (TXCA & CLE) opens its doors, most of the exhibition space has already been booked. After a break in face-to-face commerce, more than 200 exhibitors have confirmed their participation, hailing from 13 countries and regions including China, France, Germany, Japan, and the US. Over 20,000 buyers are expected to join them to renew old connections and explore the latest industry innovations. The well-known trade fair for textile laundry, leather care, cleaning technology and equipment will be held from 25 – 27 September, covering an expected 25,000 sqm of floor space at the Shanghai New International Expo Centre.

With pandemic restrictions lifted and the textile care industry adjusting to the new norms of standardisation, specialisation, and digital intelligence, Asia's leading laundry and textile care trade fair is primed to help facilitate the next technological revolution. In a move that raises the bar for smart washing, 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.

The fair will host multiple well-known domestic and international exhibitors, for a comprehensive three-day platform of innovational products and technology, in categories such as laundry, dry cleaning, folding, ironing, and dyeing. Suppliers that have already confirmed their participation include Alliance, Chuandao, CSM, Fagor, Girbau, Jensen, Kannegiesser, Laundrymate, Oasis, Sankosha, Sea-Lion, Weishi, and many more.

Renowned global brand and frequent TXCA & CLE exhibitor Kannegiesser is looking forward to this year's industry showcase. In a recent interview, Ms Qi Huiwen, Managing Director of Herbert Kannegiesser Laundry Equipment (Shanghai), said: "We are hopeful that TXCA & CLE 2023 will reunite the industry, and that it will be both well-attended and business-friendly. We are optimistic that the fair will continue to lead the textile care industry's high-quality development, showcase China's achievements and communicate the industry's selling points internationally."

Mr Liyi Lyu, President of Shanghai Weishi Machinery, spoke about the

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role this year's show will play in industry progress: "Over the past three years, Weishi has been working hard to turn pandemic pressure into a driving force for technological development. At TXCA & CLE 2023, the company will showcase its innovation in intelligence and digitilisation in multiple categories, with one example unmanned towel folders. We are looking forward to connecting with all the visitors in Shanghai and wish the fair every success."

In addition to a product category expansion and exhibitor increase, this year's fair has received support from a multitude of domestic and international industry associations. Over 90 such institutions from China, Hong Kong, Macao and Taiwan will continue to provide full support, while more than 10 organisations from Canada, France, Germany, Korea, Malaysia, the Netherlands, and more have also confirmed their active participation. Together, their continued backing plays a key role in attracting quality buyers to each edition.

A wealth of concurrent events to keep fairgoers informed of the latest market developments

The show's fringe programme will promote the development of the industry and highlight the cutting-edge technology of its supply chain, with key topics including energy saving, emission reduction, standardisation, and digital intelligence. Overall, the programme will give visitors and exhibitors the tools needed to understand market trends, and encourage attendees to establish business connections with other industry players.

Confirmed events include the 4th Awards Ceremony of the China Laundry and Dyeing Industry, the 4th China Public Textile Laundry Summit, the 13th National Laundry and Dyeing Industry Vocational Skills Competition Grand Final, as well as Exhibitor Product Showcases and Laundry OnLive. Further details will be provided in due course.

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.

For more details about the show, please email txcacle@china.messefrankfurt.com or txcacle@unifair.com.

Texcare Asia & China Laundry Expo is part of Messe Frankfurt's global portfolio of textile care events. Texcare International is the flagship fair of this brand, and is held every four years in Frankfurt. In addition, Messe Frankfurt organises Texcare France, The Clean Show in the US, and a number of Texcare Forum conferences around the world. For further

information, 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. Group sales in financial year 2022 were around €450 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 2022

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