

Press

Texcare Asia
International Trade Fair for Modern Textile Care
Shanghai New International Expo Centre, Shanghai, China
27 – 29 September 2017

Hong Kong,
April 2017

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Wave of elevated enthusiasm hits Texcare Asia

International industrial associations recommend the fair to players from around the world

Continuing the evolution on the path of sustained growth, Texcare Asia, a leading trade fair for the Asia textile care sector, is returning this autumn to the Shanghai New International Expo Centre, China. Co-organised by Messe Frankfurt (Shanghai) Co Ltd and China Light Industry Machinery Association (CLIMA), the 2017 edition is set to commence from 27 – 29 September 2017.

Strengthening the momentum of success, Texcare Asia 2017, has gained strong interest from the global market since its launch last November. Numerous key players have confirmed their spaces and the rest are selling quickly.

In an expansive 20,000 sqm exhibition area, over 160 international exhibitors, including confirmed participating companies BÖWE, Castic-SMP, Chuandao, Girbau, Jensen, Kannegiesser, Oasis, Sailstar, Sealion, Voss and Weishi, are sharing the same goal to showcase the latest industrial innovations in front of 11,000 professional trade visitors and buyers during the three-day event.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd is delighted to witness the development of the fair: "I am happy to learn the fair has received tremendous feedback from many key industry players. It also reflected the unparalleled position of the fair in the fast-developing textile care industry in Asia. Moving to its ninth edition, the fair will continue to be a one-stop sourcing and networking platform for the Asian community."

The textile care and cleaning industry in Asia is undergoing a major transformation towards high operational efficiency and energy-saving, due to the boost of labour costs and the raised awareness of environmental protection. As such, the use of automated equipment and

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
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new technology is imperative. Texcare Asia is a highly-rated trade fair for the industry to exchange fresh ideas and reveal the latest technologies for laundry shops.

Ms Milena Vogt, Assistant to Director of Project Engineering from Herbert Kannegiesser GmbH, a German-based industrial leader, expressed the company's appreciation of the transformation: "Utilisation of automated process technologies and hygiene aspects are of great importance to the professional laundry companies in Asia. We appreciate the growing interests in automated laundry solutions in recent years."

She added: "Texcare Asia is one of the most important laundry exhibitions in China, as well as for the entire Asian-Pacific region. As the demand increases in the Asian market, we always participate in the fair to showcase our innovation, and of course, to get in touch with existing customers and to reach out to more business potentials."

Chinese manufacturer, Shanghai Weishi Mechanical Co Ltd has confirmed their presence at the show. The company's chairman, Mr Lu Li Yi is planning to reveal the organisation's most updated products at the fair: "Texcare Asia is an outstanding commercial platform for the laundry industry across China and the rest of Asia. To unveil the expertise of Chinese corporations to the world, we will demonstrate our flagship products and technologies in the exhibition. I am sure we can reach more professional buyers from Mainland China and other Asian countries through our participation in the event."

International industrial associations recommend the fair to players from around the world

Driven by the positive reputation across the global textile care industry, the Texcare Asia 2017 event continues to gain unwavering support from a number of international industry associations that reaffirm the fair's position as a highly efficient trading platform. Up to April 2017, supporters include:

- All Japan Laundry and Drycleaning Association (Japan)
- Association of Launderers and Drycleaners (Russia)
- The Association of Macao Laundry Merchants (Macau)
- CINET International Committee of Textile Care (The Netherlands)
- FTN - Federatie Textielbeheer Nederland (The Netherlands)
- German Dry Cleaning Association (DTV) (Germany)
- International Drycleaners Congress (Canada)
- Korean Laundry & Dry-cleaning Machinery Association (Korea)
- The Laundry Association of Hong Kong (Hong Kong)
- Laundry & Dryclean Club (Thailand)
- Laundry Business Machine Association of Taiwan (Taiwan)
- Selangor & Kuala Lumpur Laundry Association (Malaysia)
- TCA Textile Care Training Centre (Singapore)

- Thai Hotels Association (Thailand)
- VDMA Textile Care, Fabric and Leather Technologies (Germany)

These supporting organisations are endorsing Texcare Asia 2017 by recommending the show to their members and leading buyer delegations to the event. A reputable laundry association, German Dry Cleaning Association (DTV), has also confirmed to organise a European buyer delegation.

Mr Eric Chau, Chairman of the Laundry Association of Hong Kong, will bring a group of Hong Kong industry experts to the fair: “Our association and members are returning to Texcare Asia this autumn. The group is hoping to acquire updated market news from global peers and to procure automated equipment to accelerate productivity.”

Mr Chau assured the promising future of the industry: “In the coming five years, the needs for laundry and dry-cleaning services are expecting a robust elevation in Hong Kong. Our hotel and tourism industry is experiencing a fast-growing cycle with the strong developing force from the Hong Kong International Airport three-runway system expansion and the opening of Guangzhou-Shenzhen-Hong Kong Express Rail Link.”

Texcare Asia is a biennial event organised by Messe Frankfurt (Shanghai) Co Ltd and China Light Industry Machinery Association. It is also a sister event of Texcare International. Every four years, Texcare International – the world market for modern textile care – provides an international venue for the textile-care sector in Frankfurt, Germany. The next edition of Texcare International will be held from 20 – 24 June 2020.

For further details, please visit www.texcare-asia.com, or email to texcareasia@china.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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