

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



## Texcare Asia & China Laundry Expo 2024 to build on previous edition's record-breaking success

**Shanghai, 15 January 2024. As China's fast-growing commercial laundry sector continues its upward trajectory, Texcare Asia & China Laundry Expo (TXCA & CLE) is gearing up for its highly anticipated 2024 show. Returning to the Shanghai New International Expo Centre from 2 – 4 August 2024, the upcoming fair aims to leverage last edition's momentum to further elevate industry growth, innovation, and partnership-building to new heights.**

The 2023 edition marked a pivotal moment as the first major textile care fair to take place following the global pandemic. Recording a 95% exhibitor satisfaction rate, the show broke previous attendance records by hosting 337 exhibitors from 15 countries and regions and attracting 27,247 buyers from 70 countries and regions – a strong indication of the industry rebounding.

This year's fair is expected to cover over 25,000 sqm of floor space. With booth sales now open, key industry players from China and overseas are looking forward to connecting and sharing innovations at TXCA & CLE 2024. Several highlighted exhibitors, including CLM, Eliza, Haier, Jensen, Oasis, Kannegisser, Sankosha, Sea-Lion, Unisec, Weishi and more, have already confirmed their participation.

### **China commercial laundry sector on the rise**

China's commercial laundry sector is forecast to reach US\$918.4 million by 2030, growing at a 9.6% compound annual rate<sup>1</sup>. In 2022 alone, China added 166 new continuous laundry tunnel systems, bringing the nationwide total to over 1,315 units. Additionally, more than 320 complete sets of finishing equipment (including spreading machines, ironing machines and folding machines) were purchased by large and medium-sized washing factories, resulting in over 2,300 sets of finishing equipment currently in use<sup>2</sup>. This increasing demand for laundry equipment and services reflects suppliers' optimistic outlook, fuelled by the rising popularity of efficient, intelligent and environmentally friendly products.

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<sup>1</sup> 'Commercial Laundry Machinery – Global Strategic Business Report', December 2023, Research and Markets, <https://www.researchandmarkets.com/reports/2832318/commercial-laundry-machinery-global-strategic>, (Retrieved: December 2023)

<sup>2</sup> 'China Laundry and Dyeing Industry Development Research', 2022, CGCC Laundry Association, <https://mp.weixin.qq.com/s/A0ZD7Z71ROgtkOkgHMQMZA>, (Retrieved: December 2023)

Against this booming market backdrop, TXCA & CLE continues to solidify its position as Asia's leading industry trade fair, providing ample business opportunities. In fact, majority of last year's exhibitors rated the event as highly important. Speaking at the 2023 show, Mr Zhengkai Xiao, Laundry General Manager of Qingdao Haier Washing Machine Co Ltd, commented: "This show's influence in the industry is undoubtable, the visitor flow is very high, as is the number of exhibitors. As a trusted barometer of the sector, the show consistently leads the way in fostering industry growth and prosperity. The whole industry has high expectations for TXCA & CLE, which is why it brings so many participants together."

### **Expanding international reach and connectivity**

Thanks to global travel resuming, the previous fair also provided a timely opportunity for industry elites worldwide to reconnect in person. With expectations high for the next edition, international participation will be further fuelled by China's recent expansion of its visa-free entry programme, which now includes select European countries such as France, Germany, Italy, the Netherlands, and Spain, as well as Brunei, Singapore, and Malaysia<sup>3</sup>. Accordingly, the show will shine a global spotlight across comprehensive product and service categories powering the textile care segment's ongoing advancement.

Mr Ah Wah Tham, President of the Malaysia Garment and Linen Cleaning Services Association, commented on the development: "As soon as we learnt the good news of the mutual visa-free policy between China and Malaysia, we immediately sent invitation letters to all of our members to participate in TXCA & CLE 2024. The feedback was very positive, and they expressed their hope to visit nearby equipment manufacturers and laundry factories during their trip to Shanghai. We are now preparing the itinerary for our trip to Shanghai in August, and we are looking forward to meeting new and old friends from across the global laundry industry very soon."

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.

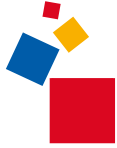
TXCA & CLE is an annual event organised by the Laundry Committee of China General Chamber of Commerce and the China Light Industry Machinery Association, as well as Messe Frankfurt (Shanghai) Co Ltd and Unifair Exhibition Service Co Ltd. For more details about the show, please email [txcacle@china.messefrankfurt.com](mailto:txcacle@china.messefrankfurt.com) 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).

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

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<sup>3</sup> 'China announces visa-free travel for five European countries and Malaysia', November 2023, China Daily, <https://www.chinadaily.com.cn/a/202311/24/WS6560552ea31090682a5eff22.html>, (Retrieved: December 2023)

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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](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)

\* 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](http://www.unifair.com)