

Press release

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Knowledge and competition: events at Texcare strengthen the fair experience

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Whether it is the Texcare Forum, Young Texcare or the Texcare Fashion Show – the world’s leading fair for textile care is complemented by numerous events that promote knowledge transfer and international exchange. The core element is the Texcare Forum with special offerings for dry cleaners, as well as large laundries and textiles services.

At Texcare International in Frankfurt am Main, the world’s leading fair for textile care, which takes place from 20 to 24 June, there will be a diverse range of events in parallel with the exhibitors’ products. These will offer visitors many opportunities to broaden their knowledge, receive new impulses, have exchanges with international experts and business partners, and find comparisons in the international environment.

The Texcare Forum has its finger on the pulse

From 20 to 23 June, for the first time at the heart of the fair’s activities in Hall 8.0, the Texcare Forum will shed light on topics of current interest in the sector. The open conference will be divided into two professional strands, aimed at dry cleaners and smaller laundries in the morning and larger operations and textile services in the afternoon. In panel discussions and brief presentations, experts will address the challenges in the textile care sector – from digitisation to automation, and sustainability to new job profiles.



The trade fair experience at Texcare International/Source: Messe Frankfurt/Jens Liebchen

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Among other themes, the topics for dry cleaners will include new digital business models, new processing techniques, social media marketing, sustainability and store design. Issues, such as social standards, trends

in occupational clothing, standardisation and labelling of personal protective clothing, as well as automation, open interfaces and data security, will be geared to large concerns. The Texcare Forum programme is being compiled by Messe Frankfurt, together with the German Dry Cleaning Association (*Deutscher Textilreinigungsverband - DTV*), the VDMA Textile Care, Fabric and Leather Technologies, part of the Association of the German Mechanical Engineering Industry - (*Verband Deutscher Maschinen- und Anlagenbau e.V. - VDMA*), the European Research Association for Innovative Textile Care (*Europäische Forschungsvereinigung Innovative Textilpflege - EFIT*), the European Textile Services Association (ETSA) and European Textile Care Technology (ETCT). The programme will be available on the Texcare website from April. (www.texcare.com/events)

Challenge: focus on the younger generation

The Young Texcare competition on 24 June is a new feature where the younger generation in the textile sector compete with each other. Young dry cleaners and launderers from Europe will be able to demonstrate their skills in various tasks and different disciplines.

On the catwalk

In the Galleria, the area connecting Halls 8 and 9, it will be 'Clear the stage' again for the fashion show. This will present the latest collections from the fields of professional clothing and protective personal work wear.

The first study on the global textile care market

Additional stand-alone sector events will be taking place around the fair. In advance of Texcare International, the World Textile Services Congress will go live on 18 and 19 June. The highlight will be the presentation of the large-scale study on the global textile care market, which has been prepared by 'The Economist' business newspaper. In addition, the congress will give the textile services industry the opportunity to discuss trends, best practice examples and research results, including the key topics of digitisation, automation, sustainability and hygiene. You can find further information and register at: www.itsa-alliance.org/wtsc20.

On the evening of 20 June, CINET (International Committee of Textile Care) will present the 'Global Best Practices Awards'. Laundries and dry cleaners from around 45 countries will be competing for the trophies. (www.cinet-online.com/awards2020)

In addition to Texcare International, Messe Frankfurt organises trade fairs and conferences for textile care in all major economic regions of the world. (www.texcare.com/brand).

All the news about events in the textile care sector can be found at: www.textile-care.messefrankfurt.com/newsroom.

For further information, go to:

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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 more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. 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 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. 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 2019