

Press Release

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## Messe Frankfurt expands its portfolio with Clean Show US

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**Messe Frankfurt has purchased the largest trade fair for textile care in the Americas. The Clean Show is held every two years rotating throughout the US. In cooperation with the leading US trade associations, Messe Frankfurt aims to continue the Clean Show success story in the future. Together with the recently acquired JET Expo in Paris and the merger of China Laundry Expo and Texcare Asia, the Clean Show will reinforce the position of Messe Frankfurt as the leading organiser of trade fairs for the textile-care sector.**

The Clean Show, the last edition of which attracted over 11,000 trade visitors and 481 exhibitors to Las Vegas in 2017, ranks among the fastest growing trade fairs in the US. Previously, it belonged to five trade associations. The first edition as one of the Messe Frankfurt portfolio of textile-care fairs will be held in New Orleans from 20 to 23 June 2019. The following events are planned for Atlanta and Orlando in 2021 and 2023 respectively.

The purchase of the Clean Show will elevate the worldwide spectrum of trade fairs organised by Messe Frankfurt for the laundry, dry cleaning and textile service businesses. Texcare International, the leading trade fair for the sector, has been held in Frankfurt am Main since 1956. Over recent years, the network has been expanded to include trade shows in China, the United Arab Emirates and France, as well as conferences in growth markets under the heading 'Texcare Forum'. The strategy of Messe Frankfurt enjoys the support of long-standing partners of the four-yearly Texcare International: VDMA Textile Care, Fabric and Leather Technologies and the German Textile Cleaning Association (*Deutscher Textilreinigungsverband – DTV*).

Discussing the strategic expansion, Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt, says, "With the Clean Show, we have purchased America's biggest trade fair for textile care and gained another module for our worldwide network of events for the textile-care sector. Recent additions to our portfolio include JET Expo in Paris, the most important trade fair for the French-speaking markets and China Laundry Expo, which has been merged with Texcare Asia. We now hold trade fairs in all major economic regions and offer synergistic effects for both exhibitors and visitors."

In the future, Messe Frankfurt will organise the Clean Show in cooperation with the former owners, the five US trade associations:

- Drycleaning & Laundry Institute (DLI),
- TRSA, the Association for Linen, Uniform and Facility Services (TRSA),
- Coin Laundry Association (CLA),
- Association for Linen Management (ALM),
- Textile Care Allied Trades Association (TCATA).

Joseph Ricci, Chairman of the Executive Committee for Clean Show 2019 and President of the US Association for Linen, Uniform and Facility Services (TRSA), says, “Based on its success organizing international events for the textile-care sector, Messe Frankfurt has the expertise and experience, as well as relationships with key exhibiting partners, to ensure the continued growth and development of the Clean Show.”

The former organisers, Riddle & Associates, will also be involved in the future.

JET Expo is held every two years and is geared towards all French-speaking markets. The last event in 2017 was attended by 3,500 visitors, with 100 exhibitors represented. The next JET Expo is to be held in Paris in May 2019.

### **The Messe Frankfurt portfolio of events for the textile-care sector**

In addition to Texcare International, Messe Frankfurt has been holding Texcare Asia, which will profit from the recent merger with China Laundry Expo, since 1998. Together, the two events offer an annual product show for textile care in China. The sector meets every two years at JET Expo in Paris, which Messe Frankfurt also purchased recently. Additionally, the Gulf Laundrex presented by Texcare is held annually in Dubai. These events are rounded off by numerous Texcare Forums, which bring local buyers together with international manufacturers.

### **Press releases & images:**

[www.messefrankfurt.com/journalists](http://www.messefrankfurt.com/journalists)

[www.texcare.com](http://www.texcare.com)

[www.cleanshow.com](http://www.cleanshow.com)

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)