

# texcare

international

Zahlen und  
Fakten 2016

## Facts and figures 2016



messe frankfurt



# Texcare International:

## The meeting place for a global audience.

Texcare International is the world's leading trade fair for the laundry, dry cleaning and textile leasing sectors. Every four years, experts from all over the world find in Frankfurt am Main the ideal conditions for forging new business relationships and updating their knowledge in this constantly developing industry.

The facts and figures for the 2016 edition show how important Texcare International is for the industry: 319 exhibitors from 30 countries presented their latest products and innovations to a total of 15,648 trade visitors. For the first time, the fair was held in two halls on a floor area of over 37,000 square metres – an increase of 30% on 2012.

### Innovation and sustainability on show.

Market leaders presented their innovative technologies at Texcare International to managers and executives who come to the fair to plan and finalise their buying decisions.

The trade visitors at Texcare International experience the entire textile care market: machines and systems for dry cleaning, washing and drying, efficient logistics solutions, information technology, power generation and recycling.



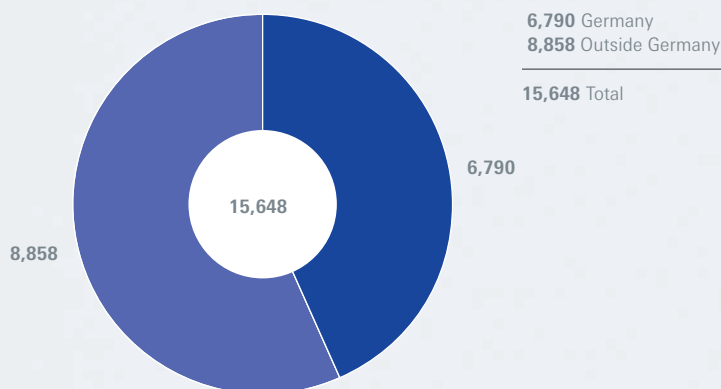
# The world's leading trade fair with great potential: The unique industry highlight.

## Meeting place for experts from all over the world.

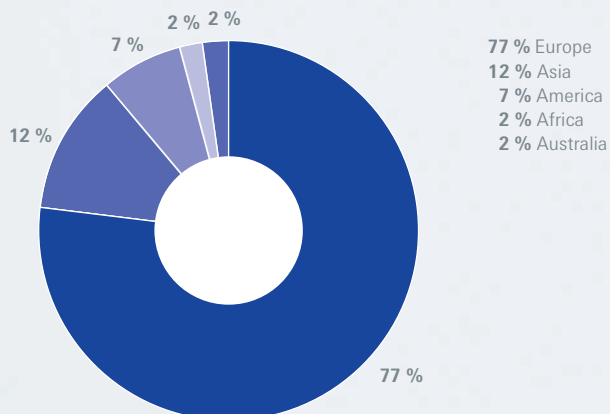
Texcare International 2016 had even more global appeal with 56% of trade visitors coming to Frankfurt from outside Germany.

As a leading world trade fair, Texcare International offers companies the opportunity to raise their global profile and forge new international business contacts. It is not only the European core market that meets here, the interest from Asia, America and Australia is also on the rise.

### Number of visitors



### Origin of international visitors



### Top ten of non-German visitors

- Italy
- France
- Netherlands
- Belgium
- Spain
- Great Britain
- Switzerland
- Denmark
- Austria
- Poland



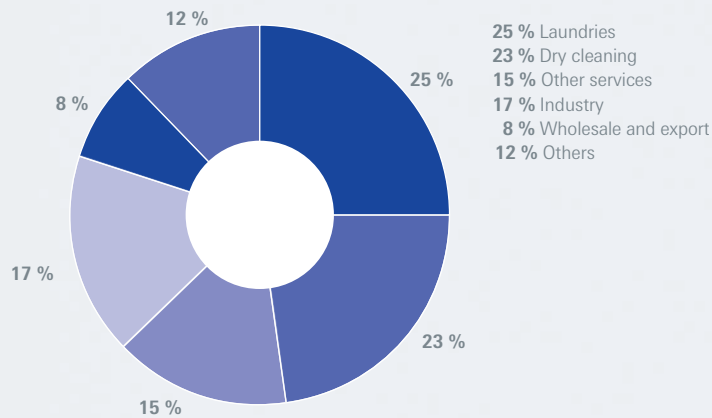
# A meeting place for anyone who has something to say.

## The who's who of the industry at a single location.

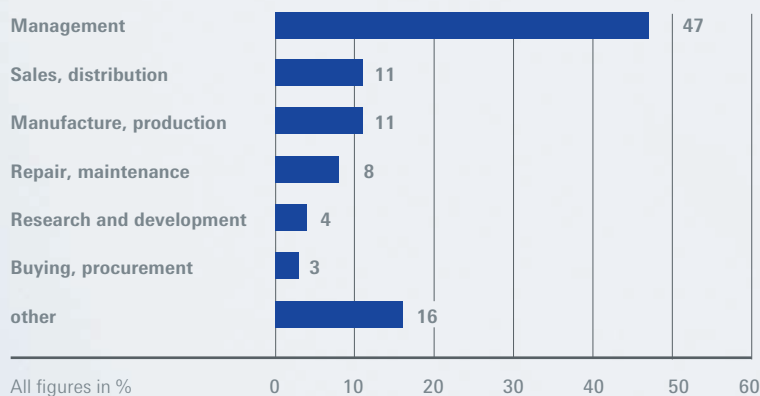
Texcare International is the leading industry platform for innovations. This is the only event at which many companies choose to present their latest products to top decision makers from all areas of modern textile care. The fair is the ideal place to hold effective and targeted discussions with companies, executives and buyers.



### Trade visitors by economic sectors



### Areas of responsibility of trade visitors



\* incl. students and others not in employment

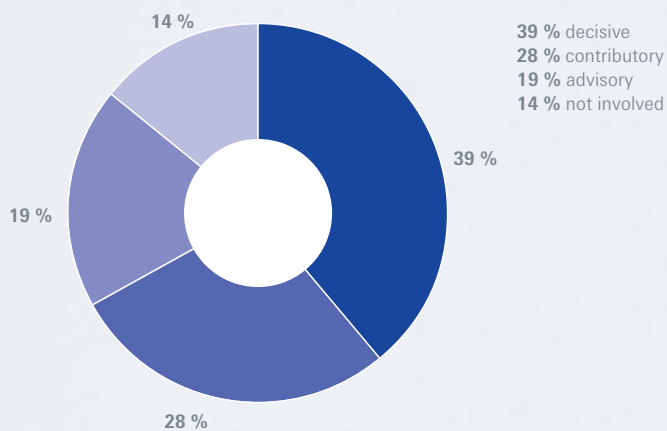


# A trade fair for decision makers.

## High decision-making authority of trade visitors.

Texcare International exhibitors benefit from the high decision-making authority of trade visitors, of which around 60% are personally responsible for making buying and procurement decisions or have a direct influence over such decisions.

### Influence on purchasing and procurement decisions

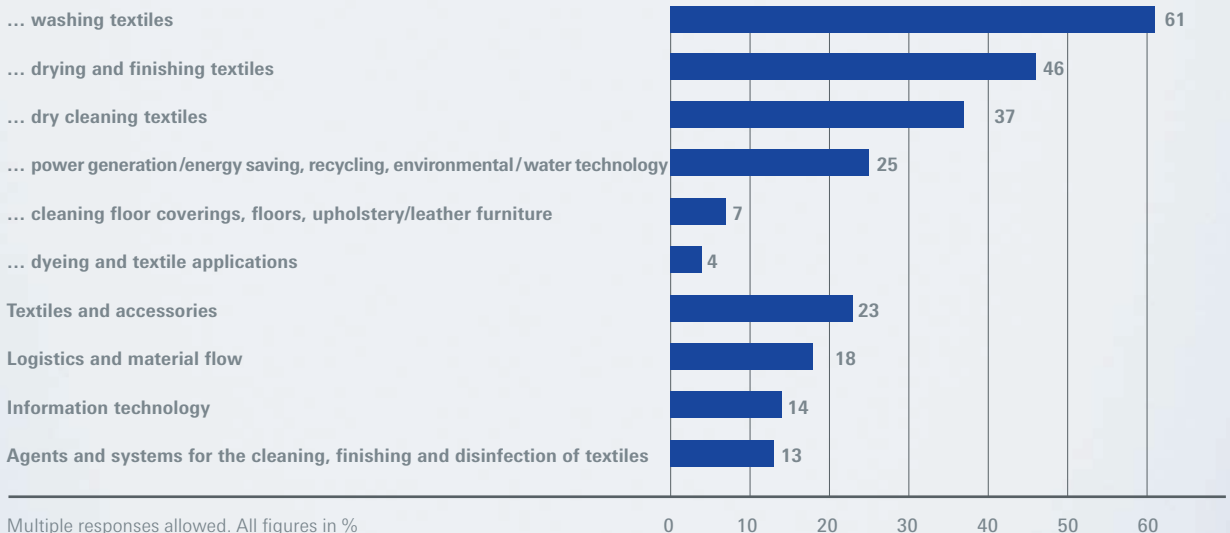


## Supply meets demand.

Texcare International offers a complete overview of the market. A mix that reaches its target – and again convinced trade visitors in 2016.

### Areas of interest of Texcare International trade visitors

#### Machinery, facilities and accessories for ...



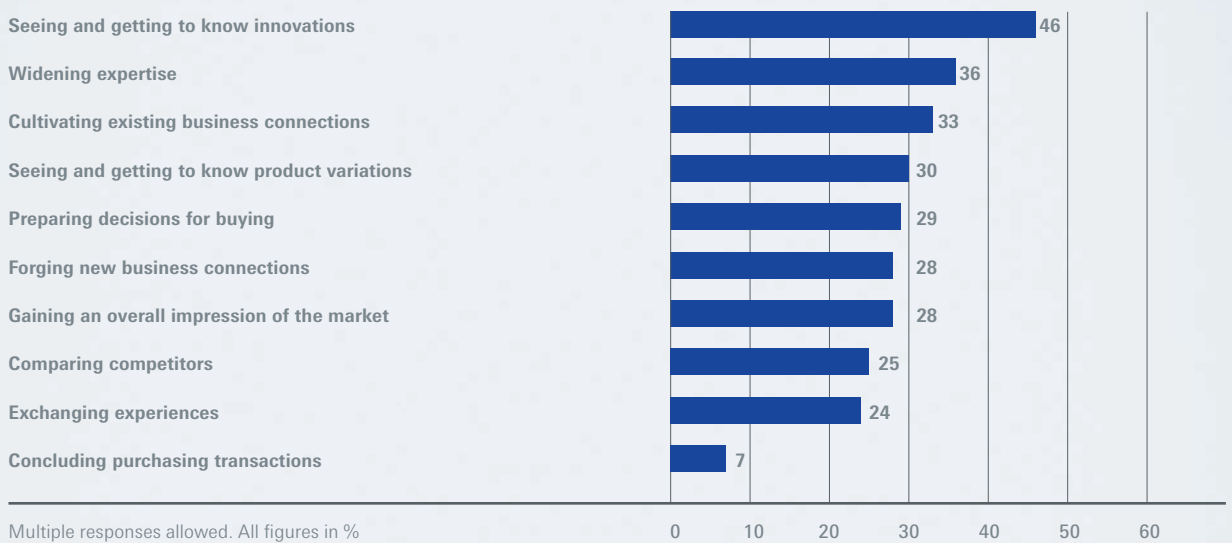
Multiple responses allowed. All figures in %

# One trade fair. Many new ideas.

## Innovations in focus.

Visitors to Texcare International are particularly interested in discovering the latest innovations. The event offers the ideal stage for successfully launching and establishing new products and technologies on the market.

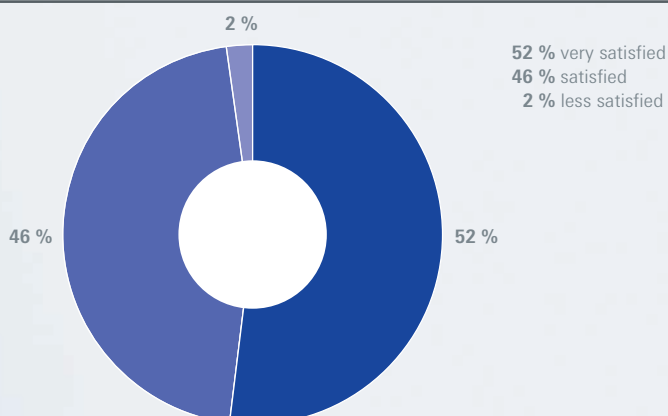
### Trade visitors' main objectives



## Customer satisfaction: The basis for successful business.

Texcare International again exceeded the expectations of visitors: In 2016, 95% of visitors stated that they were either satisfied or very satisfied with their visit. An impressive figure that demonstrates how effectively the industry showcases its products and services at Texcare International.

### Visitor satisfaction



# Experience trends from all over the world: The exhibitors at Texcare International.

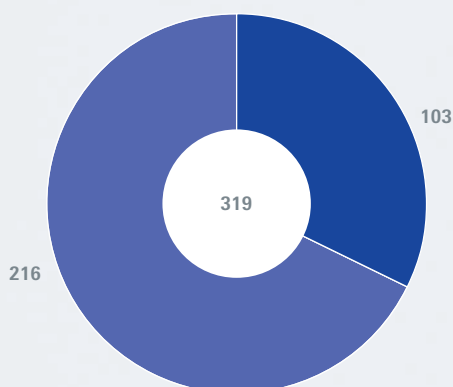
## More international than ever.

In a market that is constantly changing, Texcare International represents a reliable and increasingly important point of reference. Texcare International 2020 will again offer a complete industry experience – from local market developments to global growth potentials. The growing number of national and international exhibitors demonstrates the relevance of Texcare International as a worldwide innovation and industry platform.

## Investigate the opportunities of tomorrow today.

Use this unique opportunity as an exhibitor to keep your domestic and international business on a growth trajectory and develop your formula for success. Make a note now of the date of the next Texcare International: from 20 to 24 June 2020 in Frankfurt am Main.

### Number of exhibitors



103 Germany  
216 Outside Germany  
319 Total

### Top ten exhibitor nations by rented space

Germany  
Italy  
Belgium  
Netherlands  
USA  
Spain  
Turkey  
Switzerland  
Denmark  
France

Total area: 37,200 sqm





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