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JET Expo joins Messe Frankfurt France

Messe Frankfurt France has just acquired JET Expo, the trade fair for textile care professionals. The French subsidiary of the German group Messe Frankfurt is therefore its new owner and operator. Messe Frankfurt France is thus expanding its portfolio of textile/clothing exhibitions by stretching out to the textile care sector. Vet'Image, the trade fair for workwear and uniform, recently included in JET Expo, is also part of this transaction.

Created in 2005 and organized every 2 years, the trade show gathers professionals from the textile care industry: drycleaners, launderettes, laundries, rental services, on-demand services, hospital centers, medico-social services, hospitality and local authorities.

The show also offers conferences tackling industry challenges and current events, awards for the best practices as well as hundreds of BtoB meetings via matchmaking.

The last edition (2017) welcomed 75 exhibitors, representing 100 brands, and 3500 visitors, 70% of whom are decision-makers.

The event focuses on the French-speaking market, but also includes 25% foreign exhibitors and 15% international visitors. France, a major market (€3 billion annually), claims JET Expo as the decisive platform to attract all the players of the industry from all over the world.

JET Expo is a strong element of Messe Frankfurt's global strategy, which has also just acquired the Clean Show in the United States and also merged China Laundry Expo and Texcare Asia. Messe Frankfurt is becoming the undisputed leader in the textile care market worldwide.

Vet'Image, for more synergies, will be integrated into Apparel Sourcing Paris, the global clothing sourcing event by Messe Frankfurt France.

The 8th edition of JET Expo will take place from 19th to 21th May 2019 at Paris Expo, Porte de Versailles, Hall 7.1.

www.jet-expo.com

Messe Frankfurt in figures:

Among organisers of trade shows, conventions and events with their own exhibition grounds, Messe Frankfurt is the global leader. With 2400 employees at 30 different sites, Messe Frankfurt posts annual sales of over 669 million euros. The group has resource to in-depth knowledge of the sectors it covers and draws on its international distribution network to provide effective support for its clients' business interests. A comprehensive range of services – on-site and online – guarantees customers all over the world a consistently high standard of quality and maximum flexibility in the planning, organisation and execution of their events. The variety of services offered ranges from renting stand space to marketing services, including stand construction, personnel services or catering. The company has its headquarters in Frankfurt am Main. The City of Frankfurt holds a 60% share in it and the state of Hesse a 40% share.

For further details, go to:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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