

news +++ Texcare France
Paris, 25 - 27 November 2023

texcare

FRANCE

The first edition of Texcare France ends on a positive note.

Paris, 12th December 2023. Following a series of regional forums, there were high expectations for this first edition of the Texcare France trade show held from 25 to 27 November 2023 in Paris.

Expectations were more than fulfilled, with over sixty brands taking part, 40% of them from foreign countries.

Indeed, 1,500 visitors from 33 countries (Top 6: France, Belgium, Germany, Italy, Morocco, United Kingdom) attended this textile care event for the French-speaking community.

With 85% of visitors coming from France, the French market was obviously well represented, and there was a real national dimension to the event, with 51% of visitors from outside the Paris region and 5% from the French overseas departments and territories.

“We had a very good feedback from exhibitors who acclaimed the professionalism of the event and the visitors. We hope that this first edition, including a very interesting educational programme, has triggered a growing interest for a steady national show in the textile care industry” says Boris Mörch, show director.

One of the major challenges facing the organisers was to extend the event to cover all sectors of the textile care industry. This was achieved, with 39% of the audience coming from dry-cleaners, 27% from laundries and 16% from laundrettes. The remaining 18% were buyers from the medico-social sector, the hotel & catering industry and certain manufacturers and distributors.

In terms of feedback, the exhibitors were pleased with the professionalism of the visitors they met and the level of exchanges during this inaugural edition.

The business climate was also boosted by high-quality round-tables and workshops (replay on the [Texcare France 2023 youtube](#) channel) on the latest developments in the industry and the expectations of stakeholders.

While awaiting the next Texcare events in France, let's look forward to *Texcare International* in Frankfurt in November 2024.



Information for journalists:

Texcare France is part of Messe Frankfurt's global portfolio of textile care events. Texcare International is the international flagship fair of this brand, and is held every four years. In addition, Messe Frankfurt organises The Clean Show in the US, Texcare Asia & China Laundry Expo in China, Clean India Technology Week in Mumbai and a number of Texcare Forum conferences around the world. For further information, please visit <http://www.texcare.com/brand>.

Press information and photographic material:

<https://texcare-france.fr.messefrankfurt.com/paris/en/press.html>

Links to websites:

www.texcare-france.fr

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