

# texcare

forum **RUSSIA**

International Forum for Modern Textile Care

## POST SHOW REPORT

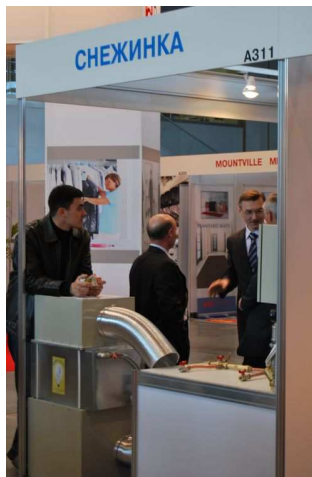
September 30 – October 01, 2009

Crocus Expo Exhibition Center  
Moscow, Russia



 messe frankfurt

 **CROCUS EXPO**  
International Exhibition Center



### **Texcare Forum Russia: successful startup**

The premiere of Texcare Forum Russia – organized by Messe Frankfurt RUS together with IEC Crocus Expo – took place from 30 September to 1 October 2009. The Forum united the Conference and Exposition under one roof, thus reflecting the actual situation in the textile care, dry cleaning, laundry and cleaning industry.

During the two days of the Forum, some 300 market professionals had the opportunity to demonstrate their latest developments, to make forecasts for the future, and to discuss the most timely issues within the Conference.

### **Texcare Forum Russia Conference**

Texcare Forum Russia Conference was organized with the support of international associations and also received high interest.

Representatives of the major global industry associations made presentations at the launch event:

Among the topics raised at the Conference were presentations on “The ways out of recession in consumer market and services of Moscow region” by L. A. Korzhneva, Consumer Markets and Services Dept. of the Moscow Government; “Dry cleaners and laundries in Europe in conditions of recession. Current situation and development outlook” by Peter Wennekes, President of the International Committee of Textile Care (CINET); “New German market figures, recent trends and developments”, by Andreas Schumacher, Manager Communication and Marketing, Industrial association for textile services – intex e.v. The questions devoted to business management in crisis times were especially informative for all companies in this sector.

Official partner support is provided by the Consumer Markets and Services Department of the Moscow Government, the Association of Dry Cleaning Stores & Laundries of the Russian Federation, VDMA Garment and Leather Technology Association, the International Committee of Textile Care (CINET), European Textile Services Association (E.T.S.A.), Industrial association for textile services (intex e.v.), and the Association of Russian Cleaning Companies (ARCC).



### Enthusiastic response from exhibitors:

#### **Business Monolit, C. B. Alekseev, commercial director.**

“We are glad to have taken part in the premiere of Texcare Forum Russia. We have a very positive impression of the event, from both the Conference and the Exposition. We intend to participate in Texcare Russia in future. For us the fact that it is a professional event, attracting only specialists, is very important.”

#### **Servi Seco, Josepa Moral, commercial director.**

“We will most probably continue to participate in Texcare Russia in future because we received good results from the first event and hope that it will further develop.”

#### **TexPro, Dmitry Kolotkov, deputy managing director.**

“Texcare Forum Russia was successful for us. The event gave us ample opportunity to meet our industry visitors here. We plan to participate in the event in future.”

#### **Kleen-Tex, Lee Fox, sales manager.**

“The Conference was of great interest for us. The topics covered were new and very relevant. We learned a lot of new facts about the Russian and international market. And it was interesting to hear about the experience of other companies.”

### Comments by organisers

#### **Eugen Alles, General Manager of Messe Frankfurt RUS.**

“We are delighted to note the high interest of the industry in Texcare Forum Russia. The results of the Forum encourage us to consider developing it into a professional trade fair. The Russian market for textile care, dry cleaning and laundries is rather young, but growing very fast. This indicates that the market will need such events as Texcare in future. We would like to stress once again that Texcare Forum Russia was organized together with IEC Crocus Expo, which definitely influenced the positive results of the premiere event. We believe that we will have a long-term cooperation and achieve great success thanks to our mutual efforts.”

#### **Irina Krivtsova, Deputy Managing Director IEC “Crocus Expo”.**

«I would like to thank Russian and international associations which lent support to our project. Let me also express my confidence, that by joint efforts of all partners involved in the project, we will lead Texcare Russia to the top level and will turn it to one of the most interesting and important events in the industry».



## **Product groups**

- Machinery, apparatus, equipment, facilities and accessories for laundries
- Laundry, pressing, ironing, cleaning and dyeing agents and disinfectants.
- Equipment, textiles and accessories for contract hire services
- Equipment and ancillaries for cleaning of carpets, floor and coverings
- Systems and ancillaries for environmental protection and recycling
- Logistics and IT, operational organization, management consultancy, plant construction
- Research institutes, organizations and services
- Commodities



## **Visitor Target Groups**

Laundries, dry cleaning, hotels, hospitals, restaurants, textile rental services, public institutions, manufactures and dealer networks.

## **NEXT EDITION: Texcare Russia 2010**

**September 14-16, 2010**

**Crocus Expo Exhibition Center Moscow, Russia**



## **Organizers**

### **Messe Frankfurt RUS**

39a Leningradsky pr-t  
RUS 125 167 Moscow  
Phone: +7 095 721 10-57/ -58/ -59  
Fax: +7 095 783 2326  
Ksenia.Komina@russia.messefrankfurt.com  
www.messefrankfurt.com  
www.messefrankfurt.ru  
www.texcare.messefrankfurt.ru

### **Crocus Expo IEC**

65-66 km Moscow Ring Road  
Phone/Fax: +7 (495) 926-34-22  
ananchenko@crocus-off.ru  
www.dry-cleanerexpo.ru  
www.crocus-expo.ru

