EXPODETERGO INTERNATIONAL 2026 OPENS AT FIERA MILANO, SHOWCASING THE FUTURE OF PROFESSIONAL TEXTILE CARE

Companies from 26 countries come together to explore innovation, sustainability and skills development at the leading international event for the professional laundry and textile care industry, held every four years.

Milan, 23 October 2026 – EXPODETERGO INTERNATIONAL opens today at Fiera Milano, bringing together the latest technologies, services and solutions for the professional laundry, industrial laundry and textile care sectors. Held every four years, the event is the leading international meeting point for the entire industry.

For four days, Italy becomes the global hub for a strategic sector serving industries including healthcare, hospitality, manufacturing, fashion and services. The exhibition welcomes **245 exhibiting companies**, including **155 Italian and 90 international businesses**, from **26 countries**.

From Europe to Asia, the United States and the Middle East, leading international players are presenting the technologies and solutions transforming the sector through increasingly sustainable, digitalised and efficient processes.

The exhibition covers the entire supply chain, featuring machinery and equipment for industrial and commercial laundries, dry-cleaning technologies, ironing and finishing systems, professional detergents and chemicals, management software, automation, robotics, traceability systems, technical textiles, accessories and specialist services.

A STRATEGIC INDUSTRY FOR THE ECONOMY AND SUSTAINABILITY

Europe's textile services industry is constantly evolving, driven by growing demand from the healthcare, hospitality, manufacturing and services sectors. According to the European Textile Services Association (ETSA), the industry generates an estimated **€11 billion in annual revenue** across Europe and employs more than **135,000 people**, making it a key contributor to the circular economy and the adoption of more sustainable production models.

Sustainability is one of the key themes of the exhibition. Industrial laundries are increasingly investing in technologies that enable water recovery, improve energy efficiency, reduce emissions and extend the life cycle of textile products. These developments are closely aligned with European strategies promoting the circular economy and the responsible use of resources.

SUSTAINABILITY AND INNOVATION DRIVE THE SECTOR'S TRANSFORMATION

The 2026 edition takes place at a time of profound change for the professional textile care industry, which is facing the combined challenges of environmental sustainability, digitalisation and rising energy costs.
The technologies on display aim to reduce water and energy consumption, optimise production processes and support circular business models. Through increasingly advanced and efficient maintenance processes, these solutions help extend the useful life of textile products and make better use of resources.
This transformation affects both large industrial laundries and smaller, independent businesses, as innovation continues to reshape the entire supply chain.

FROM ARTIFICIAL INTELLIGENCE TO SKILLS SHORTAGES: DISCUSSING THE FUTURE OF THE INDUSTRY

Alongside the exhibition, EXPODETERGO INTERNATIONAL offers a programme of meetings and conferences addressing the issues reshaping the sector. Topics include digital transformation and the application of artificial intelligence to production processes, developments in textile maintenance, new approaches to materials development, and the challenges of attracting and training talent.
Skills development will receive particular attention, as it has become a critical issue for many European businesses. A discussion organised by **Elena Lai on behalf of ETSA** will explore international experiences and best practices for attracting new talent to the textile care industry.
Other sessions will examine the growing role of artificial intelligence and digitalisation in the evolution of professional and industrial laundries, as well as emerging developments in textile design and material performance. Practical applications will range from industrial uses to the world of Formula 1.

INDUSTRY ASSOCIATIONS BRING THE SECTOR TOGETHER

The event is supported by the leading organisations representing the industry: AFL – the Italian Association of Laundry Suppliers, Assosistema, Assosecco, CNA and Confartigianato, together with ETSA – the European Textile Services Association. Their involvement helps make the exhibition a meeting point for industry, small businesses, service providers and institutions.
The event's international outlook is further strengthened by the participation of foreign delegations and associations, including representatives from Germany, the United States, Sweden, Poland, Switzerland and Hungary. European partnerships and collaborations also promote the exchange of expertise and best practices, including an initiative launched with the Swedish industry association.

MILAN, THE GLOBAL HUB FOR TEXTILE CARE

At a time when sustainability, technological innovation and service quality are increasingly interconnected, **EXPODETERGO INTERNATIONAL** confirms its role as a key platform for understanding the changes shaping the professional textile care industry.

For four days, companies, industry professionals, associations and operators from around the world will meet in Milan to explore the solutions set to drive the sector's development in the years ahead. The event highlights the growing importance of an industry that is increasingly innovative, international and strategically relevant to today's economy.