

Press release

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Buyers get easier access to flexible order services at Intertextile Apparel

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ITSAS19 PR4 en

Sourcing needs have diversified in the apparel textile industry, and flexible solutions can be found at Intertextile Shanghai Apparel Fabrics. From 12 – 14 March, the fair will gather a huge variety of suppliers from all over the world, the majority of which can meet specific sourcing needs, such as smaller quantity orders, fast turnarounds and custom-made products. With access to exhibitor lists available now, planning a visit to this year’s Spring Edition is easier than ever.

“This fair is the ‘alpha’ to find new suppliers, and the ‘alpha’ for relationship building with companies as everyone is here,” said Mr Nicola Grosso of Brooks Brothers (USA) at the 2018 Spring Edition. “It’s good to come here to learn who the actual manufacturers are, it’s easier to manage suppliers by coming here as you have more direct contact. Timing is the first thing in fashion, so it’s important to have this direct contact.” The multi-national nature of the fair (2018: 82,314 visitors from 104 countries & regions), attracts a variety of exhibitors, including Chinese suppliers, who are looking to do business overseas and so are willing to be flexible in order to meet buyers’ needs, such as fast turnarounds. With exhibitors offering product-in-stock services across almost all product groups, the fair offers a unique opportunity for businesses to fulfil onsite orders, acting as a catalyst for building strong relationships.

While Intertextile Apparel is well established as a leading platform for the industry to gather and meet large, seasonal orders, some exhibitors will also accept smaller order quantities. This feature will benefit a wide variety of buyers with different needs – whether they are smaller brands, companies testing the market with a new end-use product, or even buyers wishing to try out a supplier’s service in order to find the right partnership to suit their needs. Plenty of exhibitors across product categories also offer custom-made services, attracting visitors who need to stand out in the competitive global apparel market.

Sourcing made simple at Intertextile Apparel

There’s no limit to the ways in which Intertextile Apparel works to help visitors plan ahead and maximise the three days of the fair. Supporting businesses who wish to extend their reach overseas, Intertextile Apparel also offers interpreter services, and includes this in its VIP Business Matching Programme, which schedules tailor-made appointments

Messe Frankfurt (HK) Ltd
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between like-minded potential business partners.

Visitors can also access extensive exhibitor lists ahead of time, allowing buyers to browse the products on offer with a quick glance. This includes a comprehensive list of exhibitors who offer export, product-in-stock, small-order and custom-made services. Onsite, visitors can also check out the Intertextile *Directions* Trend Forum, a useful stop which guides buyers directly from fabric sample to exhibitor booth. The full exhibitor list can be found here: <https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/exhibitor-search.html#Further-information>.

Held from 12 – 14 March at the National Exhibition and Convention Centre (Shanghai), the fair will be held concurrently with Intertextile Shanghai Home Textiles, Yarn Expo Spring, PH Value and CHIC. Online pre-registration is now open for visitors worldwide. To pre-register and download a mobile e-badge prior to the fair, visitors may visit <http://sh.intertextileapparel.com>.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2019 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. For more details on this fair, please visit: www.intertextileapparel.com. Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

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Notes to editors:

Download this press release and exhibitor list

<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press/press-releases/2019/ITSAS19-PR4.html#download>

Further press information & picture material

<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press.html>

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Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). *preliminary figures 2018
For more information, please visit our website at: www.messefrankfurt.com

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