

Press release

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## Intertextile Shanghai Apparel to kick off on Tuesday and cater to hunger for face-to-face business

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**Following a period of reduced in-person interaction, the textile industry has been yearning to reconnect in China. Welcoming nearly 3,000 exhibitors, next week's Spring Edition of Intertextile Shanghai Apparel Fabrics will feature a wide spectrum of fabrics and accessories at the National Exhibition and Convention Center (Shanghai). Overseas exhibitors have been eager to physically meet and collaborate with domestic buyers, and after China eased its travel restrictions, they now have the opportunity to do so. With the fair taking place from 28 – 30 March 2023, a series of seminars, forums and panel discussions will be held concurrently to further promote industry development.**

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, is looking forward to next week's fair: "We expect the market for textiles and apparel in China to continue benefitting from a post-pandemic retail recovery. Intertextile Apparel's industry reputation extends internationally, and it has made our fair the ideal place for overseas suppliers to meet with Chinese buyers. As such, we are pleased with the strong showing of exhibitors, and expect the visitor numbers to be healthy as well. The industry is back on track, and eager for a successful three days of business exchange."

Globally, the exhibitor response has been high. The fair's International Hall (5.1) will house exhibitors from 22 countries and regions, hailing from Argentina, Belgium, Denmark, France, Germany, Japan, Korea, Italy, Portugal, Switzerland, Taiwan, Türkiye, the UK, and more.

International suppliers with related products and services will be grouped together to increase sourcing efficiency, in zones including All About Sustainability, Functional Lab, Premium Wool Zone and Verve for Design. Besides being zoned by product, the International Hall's exhibitors will be combined in different country and region pavilions representing Hong Kong, Japan, Korea and Taiwan. Converging on Shanghai from across China, the fair's strong domestic contingent will be categorised by product end-use in halls 5.1, 6.1, 6.2, 7.1, 7.2 and 8.1.

Running in parallel with the three-day trade fair, the fringe programme is set to provide fairgoers with over 35 seminars, forums and panel discussions to supplement their visits, during which key industry players will cover a variety of topics. Events are categorised into four key themes shaping the future of apparel: Design and Trends, Sustainability

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
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Issues, Technology and Solutions, and Market Information and Business Strategies.

To enable wider international participation, and to enhance the onsite sourcing experience, online networking services will be made accessible to all registered buyers. Connect PLUS, the fair's online business matching platform, will allow users to search for exhibitors and arrange onsite meetings during show days, with over 200 expected to take place, as well as virtual meetings after the show. Primed to interact both at the fairground and online, exhibitors and buyers will get more opportunities to establish business connections and generate trade.

For many international buyers, the benefits to sourcing in person at the comprehensive textile fair make Shanghai a regular destination. However, for participants unable to attend, Intertextile Apparel's digital service platform Intertextile Hub will increase the fair's online presence. Exhibitor interviews and fringe events, including forum sessions and product presentations, will be livestreamed.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2023 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside the Spring Edition of Intertextile Shanghai Home Textiles, Yarn Expo Spring, CHIC and PH Value from 28 – 30 March at the National Exhibition and Convention Center (Shanghai).

For more details on this fair, please visit: [www.intertextileapparel.com](http://www.intertextileapparel.com). Information regarding the international textile sector and Messe Frankfurt's textile fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

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Notes to editors:

#### **Further press information & picture material**

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

#### **Follow Intertextile Shanghai Apparel Fabrics on social media**

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#### **Newsroom**

**Texpertise, the textile business network**, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry. Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands.

Intertextile Shanghai Apparel Fabrics –  
Spring Edition 2023  
Shanghai, China, 28 – 30 March 2023

<http://www.texpertise-network.com>  
<https://www.linkedin.com/company/texpertise-network/>

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability).  
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). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2022