



Global textile players gear up for spring sourcing season at Intertextile Apparel

Shanghai, 15 December 2023. As the global exhibition industry bounces back after a period of discontinuity, favourable winds are blowing for China's textile and apparel market. Retail sales of clothing, shoes, hats, and textiles leapt 10.2% year-on-year in 2023, signalling strong consumer appetite¹. According to the same source, garment exports are also projected to rebound in 2024, boosting overall economic growth. Amidst these positive indicators, major suppliers have already signed on to participate at the upcoming Spring Edition, to be held from 6 – 8 March 2024 at the National Exhibition and Convention Center (Shanghai).

With encouraging market signs setting the stage for next year's show, over 3,000 exhibitors will fill seven halls spanning 190,000 sqm, ensuring a comprehensive showcase of the latest fabrics, yarns, and manufacturing technologies. With major industry players set to showcase products along fashion's entire value chain, buyers can kick off next year's trade fair season with abundant international and domestic sourcing opportunities at the global apparel flagship.

Many exhibitors note that Intertextile Apparel's emphasis on attracting quality buyers significantly contributes to its standing as a premier industry event. At the previous Spring Edition, Mr Guang Hao Zheng from R&D Textile, Korea, commented: "We join every edition of Intertextile Apparel because of its broad customer base and exceptional organisation. Our main goal this time was to reach our domestic buyers, especially workwear manufacturers. We also met customers from Southeast Asia, the Middle East, and Europe, and we have already received orders on the first day. After China opened its borders, we saw an increase in customer enquiries, and this is good for our brand recognition."

At next year's fair, a blend of suppliers showcasing various textiles, accessories and solutions, and encompassing categories such as sustainable, functional, and premium, will look to take advantage of China's anticipated market growth. Featured exhibitors include:

- **Eastman Chemical (China) Co Ltd (USA):** operating in more than 100 countries and regions, Eastman is a specialty materials company that produces a broad range of products. At the fair, the company will showcase its circularity through its Naia™ Renew cellulosic fibres.
- **Erteks Grup Tekstil A.Ş (Türkiye):** a renowned weaving and garment manufacturer, Erteks produces a range of premium lace fabrics. At their

¹ 'Total Retail Sales of Consumer Goods in October 2023', November 2023, National Bureau of Statistics of China, https://www.stats.gov.cn/english/PressRelease/202311/t20231128_1944965.html, (Retrieved: December 2023)

SalonEurope booth, visitors can expect to source products such as embroidered, guipure and sequin-embellished lace.

- **FIDLOCK (Germany):** showcasing at Accessories Vision, their product range includes hook-and-loop and snap fasteners, designed for various applications such as collars, pockets, belts, and more. FIDLOCK offers innovative magnetic-mechanical fasteners for a range of apparel and textiles, from swimming trunks and fashion garments, to watch straps and motorbike jackets.
- **Hong Kong Yifang Textile Co Ltd (Hong Kong):** specialising in high-end cotton development and production, the company offers value-added knit and woven fabrics, and collaborates extensively with reputable fashion houses including Croquis, Exception, Icicle, JNBY, Marisfrolg, MO&Co., Simple Living, ZUCZUG, and more.
- **Grasim Industries Ltd (India):** known for producing viscose, diversified chemicals, linen yarn, and textiles across India, Grasim - the country's biggest manufacturer of viscose filament yarn (VFY) - will showcase their portfolio comprising viscose, modal, lyocell, and FSC-accredited sustainable fibres.
- **Liberty Fabric Ltd (UK):** Liberty Fabric will be presenting a variety of products, ranging from fine tuned Tana Lawn™ cotton to luxurious silk and lightweight linen fabrics. Their in-house team designs the patterns, which are then printed at their mill in northern Italy, blending both innovative digital technology and traditional techniques.

Exhibitors to welcome wide variety of buyers

With numerous textile suppliers coming together in one place, next year's show is set to continue attracting high-quality buyers from around the world. In a move set to further increase the show's internationality, China recently announced that it will offer visa-free entry for business and leisure travellers from France, Germany, Italy, the Netherlands, Spain and Malaysia².

Speaking at the previous edition, Ms Rinoa Zong from Testex (Shanghai) Textile Testing, noted her satisfaction with the quality and diversity of visitors: "Intertextile Apparel is Asia's largest trade fair, with high internationality and a strong industry influence. The organisers did a very good job in gathering professional, high-quality buyers, and there is no other trade fair that can replace this. We were one of the early birds regarding sustainability testing for textiles, and we are ecstatic that more consumers are requesting transparency, resulting in more companies increasing their sustainability efforts."

As the apparel fair is held concurrently with Intertextile Shanghai Home Textiles – Spring Edition, Yarn Expo Spring, CHIC and PH Value, the entire textile value chain can be found under one roof, providing an extended platform for business networking opportunities.

The fair 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. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

² 'China announces visa-free travel for five European countries and Malaysia', November 2023, China Daily, <https://www.chinadaily.com.cn/a/202311/24/WS6560552ea31090682a5eff22.html>, (Retrieved: November 2023)

Intertextile Shanghai Apparel Fabrics – Spring Edition will be held from 6 – 8 March 2024.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
28 February – 1 March 2024, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
27 – 29 August 2024, Shanghai

Press information and photographic material:

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

Social media and website:

www.facebook.com/intertextileapparel

<https://twitter.com/Intertextile>

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The banner features a world map with a network of colored dots and lines. On the left, two white circles contain the text '12 Countries' and '50+ Trade fairs'. In the center, the text 'TEXPERTISE the textile business network' is displayed above a red button with the URL 'www.textpertise-network.com'. At the bottom, a navigation bar is divided into four colored sections: 'Apparel Fabrics & Fashion' (red), 'Interior & Contract Textiles' (green), 'Technical Textiles & Textile Processing' (blue), and 'Textile Care' (grey).

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* 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 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

* Preliminary figures for 2023