

# intertextile

SHANGHAI apparel fabrics

中国国际纺织面料及辅料(春夏)博览会  
China International Trade Fair for Apparel Fabrics and Accessories – Spring Edition

10 – 12.3.2021

National Exhibition and  
Convention Center (Shanghai), China



messe frankfurt

# We have your back! Recharge your business at Intertextile Shanghai

Across the globe, consumers' lifestyles are changing. In a time of quarantine and social distancing, people around the world are spending more time staying and working at home. **Home-leisure and work from home outfits are booming** in the Chinese and worldwide textile markets, while **the trend of athleisure is expected to continue** as well.



China's textile market is showing steady recovery. Intertextile Shenzhen in July 2020 witnessed strong momentum with sourcing offices of well-known domestic and overseas apparel textile brands actively sourcing there. The government is also planning to boost the economy by **injecting USD 666 billion to stimulate both the economy and domestic consumption**.



**So win back this year's losses – start by joining Intertextile Shanghai! To facilitate your special needs, please see our marketing packages below for your consideration.**

## Physical trade fair

### Participate in person to seize business opportunities

- ✓ Meet face-to-face with **over 96,000 genuine buyers** in the heart of China's apparel textile sourcing hub
- ✓ Maximise your exposure by promoting your products through a **well-attended seminar series, trend display and networking activities**



## Hybrid trade fair



**Can't attend the fair in person? Just send us your products and brochures for displaying to onsite buyers**

- ✓ **Dedicated and prominent showcase area** to let buyers feel and touch your products
- ✓ **Different showcase designs** to fit your needs and promote your products and brand image
- ✓ Staff will be present to **collect buyers' name cards** for you to follow up

## Value adding services for both physical and hybrid trade fair exhibitors

- ✓ New: complimentary digital marketing services to help you connect seamlessly with **more than 100,000 genuine buyers** in the fair's database (details on following pages)
- ✓ Holding your own webinars? We can **inform and recruit audience** for you
- ✓ **Marketing / media support**
- ✓ **Livestream onsite product presentations** (please contact us for a quotation)

## Dedicated feature zones to help you meet your target buyers

Whatever you specialise in, there is a focused area to display it at Intertextile.

### Comprehensive product categories

- Cotton
- Linen / Ramie
- Wool
- Man-made
- Silk
- Functional
- Lace & Embroidery
- Knitted
- Digital Printing
- Fibres / Yarns
- Accessories
- Denim

**Accessories Vision:** a dedicated zone to exhibit stand-out accessories pieces.



**Beyond Denim:** showcase your expertise in denim fabrics and advanced technologies for sustainable denims.



**Functional Lab:** meet growing demand in athleisure, sportswear, protective apparel and more.



**SalonEurope:** present the best of European brands for the Asian market.



**Country & regions pavilions / zones:** including France, Germany, India, Italy (Milano Unica), Japan, Korea, Taiwan, Turkey and more.



**All About Sustainability:** an exclusive stage for companies providing sustainable products, services and solutions.



**Digital Printing Zone:** a special area to display the new era of digital printing technologies.



**Premium Wool Zone:** exclusive area for high-end wool suppliers for menswear and suiting.



**Verve for Design:** inspire apparel brands with original pattern designs.

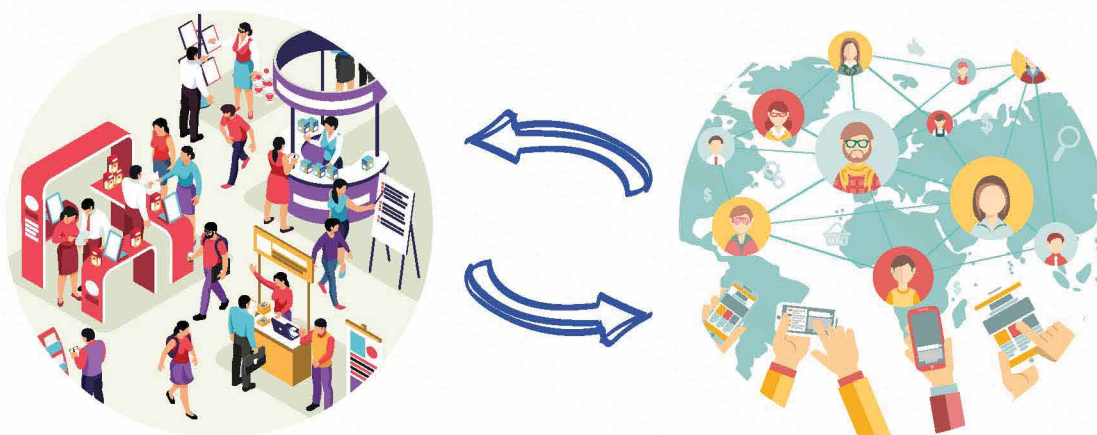


## Business opportunities beyond the fair – integrated offline and online marketing solutions

In order to better connect exhibitors with worldwide buyers, Intertextile Shanghai's one-stop business platform offers both a **physical trade fair** as well as more **digital marketing services**. The online marketing solutions will allow exhibitors to engage with industry buyers before and after the show period, regardless of geographical locations and time differences.

By encouraging exhibitors to proactively promote their products to all buyers in Intertextile's valuable database – more than 100,000 buyers from over 100 countries and regions – the digital marketing services can help maximise business results.

## Physical trade fair + digital marketing services = all-round marketing solutions



## How can our digital marketing services help

### Targeting domestic buyers – the Intertextile mobile app



**Display your products** by uploading photos, videos and product details



**Interact with buyers** by sharing your latest business updates, developments and sales promotion



**Proactively reach out to domestic brand buyers** on the visitor list



**Approach potential buyers** via the instant messaging function and schedule online or onsite meetings in advance

### Targeting overseas buyers – Connect PLUS



**Available four weeks before and after fair**



**Full international buyer list with sorting function**



**Connect with your buyers using the instant message and video call function**



**Schedule onsite and online meetings**



## Maximise your exposure with Intertextile's fringe programme events

### Intertextile *Directions* Trend Forum

A must-visit spot for buyers to learn about Spring / Summer 2022 trends. Exhibitors can submit on-trend fabric samples to be displayed at the Trend Forum to direct potential buyers to your booth!



### Seminars

Proactively promote your brand via seminars during the fair, with themes including Design and Trends, Sustainability Issues, Technology and Solutions and Market Information and Business Strategies.

### Panel discussions

Exchange and share your concepts with fellow industry players and interact with the audience.



### Product presentations

Promote your products at tailor-made launches and networking cocktail parties inside the fairground to maximise exposure.

Submit your company and product materials to us for publishing on social media and in our e-newsletters, or place them at the press centre inside the fairground for media exposure.

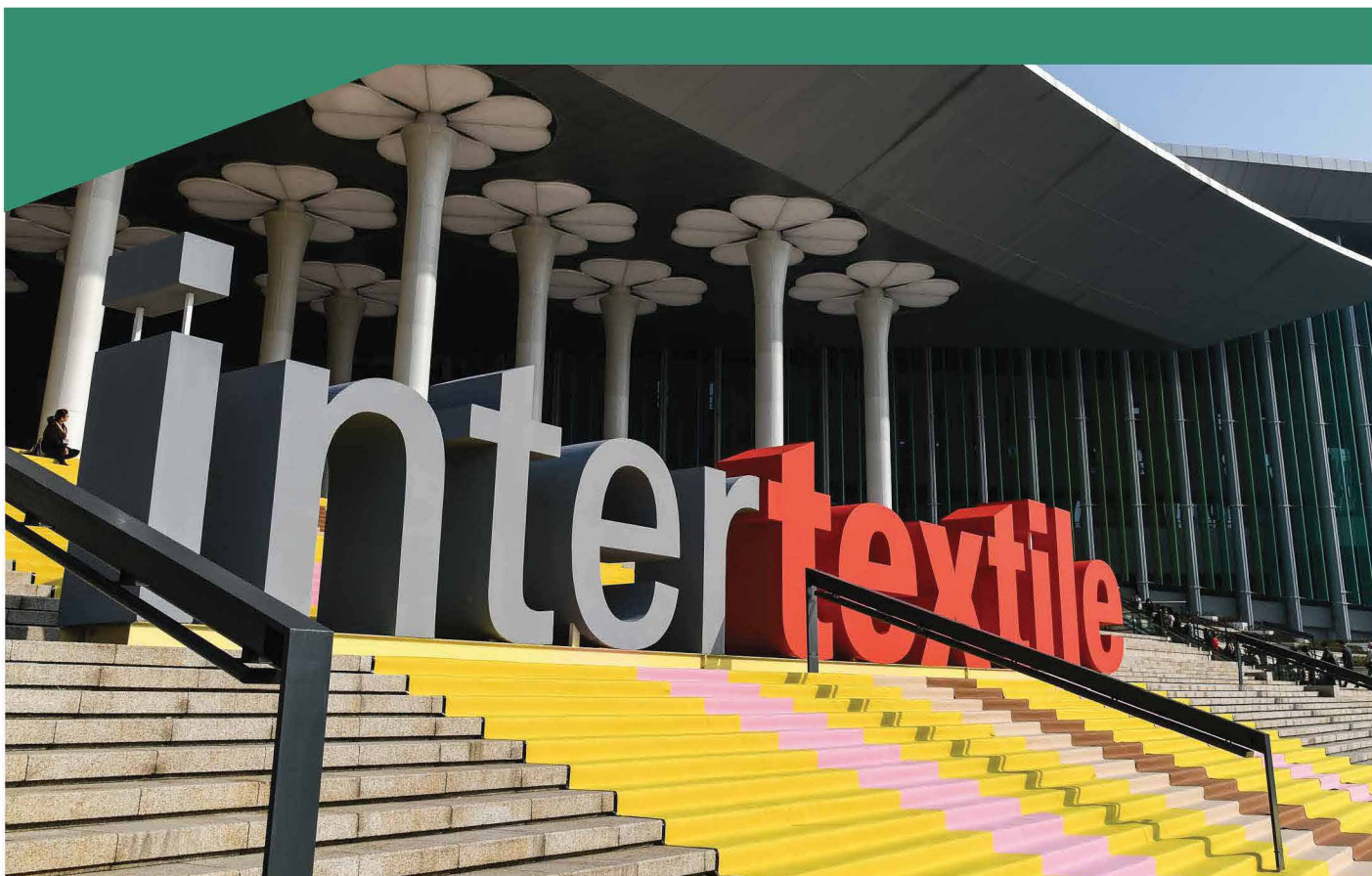
## Successful stories from exhibitors

We've been very busy – we made between 70-120 new contacts just on the first day. Most of our visitors are from China, which is our target market, but we've also met potential customers from India, Indonesia, Korea and Japan. I think that there is real demand for French brands in China, and there is real potential and value in coming to the fair.

**Mr Julien Bracq, General Manager and Commercial Director, Jean Bracq, France**

We're very satisfied with the fair overall. We can showcase our products to a wide variety of visitors here. Most visitors have shown interest in our products and have given us good feedback.

**Mr Makoto Takino, Textile Sales Group, Mitsubishi Chemical Corporation, Japan**



## Join now to recharge your business!

### Intertextile Shanghai Apparel Fabrics – Spring Edition 2021

Date 10 – 12.3.2021  
Opening hours 9:00am – 6:00pm  
Venue National Exhibition and Convention Centre  
Admission Free admission. Trade visitors only.  
Persons under 18 will not be admitted.  
Organizers Messe Frankfurt (HK) Ltd  
The Sub-Council of Textile Industry, CCPIT  
China Textile Information Center (CTIC)

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