

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



2021 Show Review



messe frankfurt

Intertextile Shanghai is the place to find inspiration and stimulate business recovery

Following the success of the 2020 Autumn Edition, Intertextile Shanghai Apparel Fabrics – Spring Edition 2021 returned as a platform for exhibitors to recharge their businesses, reconnect with buyers and find inspiration in the post-pandemic market. Trends centred upon healthy living and sustainability have continued to boom, as an increasing number of exhibitors showcased their innovative products related to hygiene and protection at the fair.

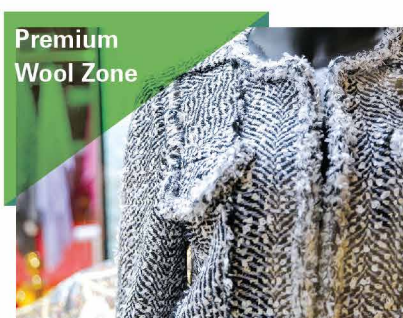


Nearly **2,600** exhibitors from **17** countries and regions



Over **80,000** buyers from **57** countries and regions

Leading companies exhibited at specific product zones to meet the sourcing needs of different buyers



AsahiKASEI



Dino Filarte



HOHENSTEIN



KOPENHAGEN FUR

MITSUBISHI CHEMICAL



ORLA

REDA

TOYOSHIMA

and more...



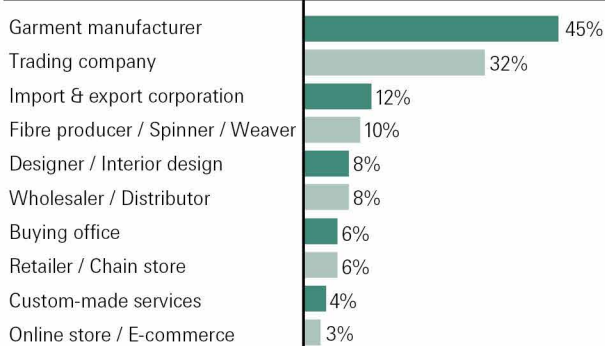
Visitor profile

Top 10 visitor countries & regions: Bangladesh, Hong Kong, India, Italy, Japan, Korea, Russia, Taiwan, USA, Yemen

Domestic buyers by region



Breakdown of visitors by nature of business*



*Total percentage is over 100 due to multiple selections.

Buyer delegations

17 domestic buyer delegations consisting of over 600 buyers from **Shanghai, Jiangsu** (Changshu, Wuxi, Wujiang), **Hubei** (Wuhan), **Zhejiang** (Jiaxing, Pinghu, Ningbo) and **Guangdong** (Guangzhou) visited the fair to execute their seasonal sourcing activities.

Business matching

Intertextile's online business matching platform, **Connect PLUS**, enabled exhibitors to connect with both **online and onsite buyers** via instant messaging and pre-scheduled meetings. The platform was available before, during and after the fair to ensure sufficient time for exhibitors and buyers to discover business opportunities.

Over **200** onsite and online meetings were arranged during the fair with domestic and overseas buyers.





Exhibitor feedback

Intertextile Apparel is an important channel to discover new customers and since the pandemic, it has brought the industry together to create more opportunities for business exchange. As a high-end fabric supplier, we observed that pandemic restrictions had led to the increase of high-end fabrics in China."

Ms Leanne Li, Operations Manager, Celeli (Shanghai) Trading Co Ltd, China

Intertextile Apparel is professional and comprehensive, so we really look forward to participating. Those who visited our booth were generally our potential customers, mainly clothing brands, so we are satisfied with the overall quality of visitors here."

Mr Baowei Shan, Director, Fiber & Textiles Sec, Advanced Moldings Dep, Mitsubishi Chemical (China) Co Ltd, Japan

Buyers' comments

Intertextile offers a rich variety of fabrics and gathers many outstanding exhibitors in the textile industry, which helps us achieve our sourcing goals easily and efficiently. It has been our most favoured sourcing platform for many years."

Ms Lin Chen, Fabric Developer, Brand Retail Division, Ever-Glory International Group Corporation, China

Due to travel restrictions, we participated in the online business matching programme offered by Intertextile. We would like to meet new suppliers so it's nice that the organisers have put together a list of exhibitors to match our sourcing requirements. We look forward to having more online meetings with Intertextile exhibitors next time!"

Mr Steve Tse, Fabric Sourcing Manager, CK Retail 21 Ltd, Hong Kong

Hybrid Showcase

After its debut at the 2020 Autumn Edition, the Hybrid Showcase returned again as an alternative for overseas exhibitors who were unable to physically attend the show. Hybrid exhibitors strengthened their brand image by displaying their products at the onsite showcase area, complemented by the fair's online business matching platform Connect PLUS and the Intertextile mobile app which connect exhibitors and buyers with just a few clicks.



We are grateful to have been invited to join Intertextile this March and we are happy with our location at the Hybrid Showcase – it brought good traffic when visitors passed through the halls."

Ms Carmen Chan, Senior Director, Cone Denim, USA

Fringe programme

Trend Forum

A number of inspirational trend forums highlighted the Spring / Summer 2022 trends. The Intertextile *Directions* Trend Forum presented international trends with “SECURE” as the seasonal theme, while the Fabrics China Trend Forums for technology & sustainable fashion, fashion focus and accessories presented the domestic fabric trends forecast by China Textile Information Centre.

Seminars and themed forums

A total of 24 seminars and 7 themed forums were held, with speakers including both overseas and domestic exhibitors sharing their insights.

Over 35,000 participants attended the seminars and forums onsite and via the live-streaming platforms.

Event highlights

In response to the textile industry’s increasing concern for **sustainability**, one of the forums discussed the opportunities and challenges brought about by a **circular economy**.



The **Impact Hub Shanghai** moderated a forum about material selection in fashion products and their impact on the industry, including factors associated with consumer behaviour.

The debut **German Chinese Innovation Space** forum discussed key sustainable textile trends, followed by a networking session promoting green tech companies from Berlin.



The **RCEP** forum presented prospective analytical sharing on how the **Regional Comprehensive Economic Partnership agreement** will affect the textile and apparel industry.

Eastman Chemical Company from the US introduced their new circular solution – Naia™ Renew portfolio, including details about the applications of the fibre which is traceable with certified biodegradability.





Official website



Social media



Intertextile Shanghai Apparel Fabrics – Spring Edition 2023

Date: 28 – 30 March 2023 (Tue – Thur)

Opening hours: 09:00 – 18:00

Venue: National Exhibition and Convention Center (Shanghai)

Admission: For trade visitors aged 18 or above only

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