



**intertextile**  
SHANGHAI apparel fabrics

14 – 16.4.2022

National Exhibition and Convention  
Center (Shanghai), China

Join the apparel  
textile flagship

[www.intertextileapparel.com](http://www.intertextileapparel.com)

# Sourcing demand is rising in China

China is taking the lead in post-pandemic recovery in regards to resuming production and supply. Since 2019, China has surpassed the US to become the world's largest fashion market. Moreover, the e-commerce boom in China – with revenue set to reach USD 3 trillion in 2024 – means that its fashion industry is becoming even more promising.

Welcoming nearly **2,600** exhibitors from **17** countries and regions and **80,553** onsite buyers in March 2021, Intertextile Shanghai Apparel Fabrics is the industry's trusted platform for capturing the potential in the world's largest fashion market. The fair is held concurrently with Intertextile Shanghai Home Textiles – Spring Edition, Yarn Expo Spring, CHIC and PH Value to form a comprehensive sourcing platform, making it a global apparel textile flagship.

## Visitor demographics

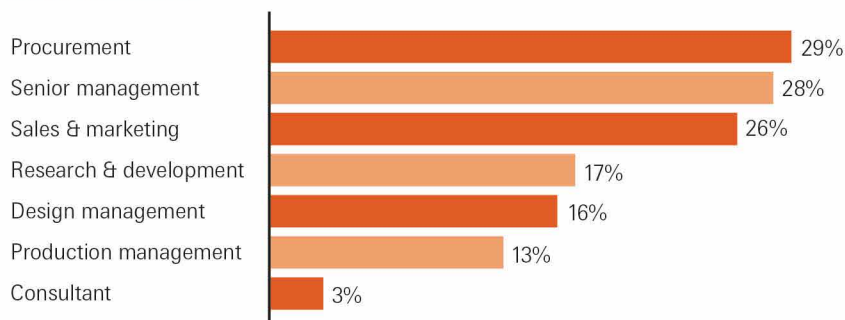


**80,553** onsite visitors

**Top 10 visitor countries & regions\*** (in alphabetical order): Bangladesh, Hong Kong, India, Italy, Japan, Korea, Russia, Taiwan, USA, Yemen

\*Includes onsite and online visitors. For domestic visitors, over 75% were from Jiangsu, Shanghai and Zhejiang.

## Job function



\*total percentage is over 100 because of multiple selections

## Business nature

- Garment manufacturer
- Wholesaler / distributor
- Home textiles related
- Trading company
- Designer / interior design
- Agent
- Import & export corporation
- Buying office
- Fibre producer / spinner / weaver
- Retailer / chain store

"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. Through this fair, we have met several suppliers whom we would like to place orders with."

**Ms Lin Chen, Fabric Developer, Brand Retail Division, Ever-Glory International Group Corp, China (Visitor)**

"I'm very impressed with the visitor flow here and we've been in contact with over 160 clients so far. Right now all eyes are on China as it is undergoing quick recovery from the pandemic."

**Ms Rosalyn Chen, Area Manager, Sidogras S.A., Spain (Exhibitor)**



# How to join the industry's leading trade fair

We've got you covered! There are several ways for you to join Intertextile Apparel's Spring Edition including in-person, hybrid and online solutions. So no matter where you are in the world, you don't have to miss out!

- **Exhibit at the fair in-person** with a dedicated booth for your company
- Have your **Chinese representatives or branch office** attend the fair in-person to manage your company's onsite booth
- Join the fair with our **Hybrid Exhibition Package** – showcase your products onsite and interact with buyers via our interactive sourcing and business matching platforms online

## Hybrid exhibitor experience

"We sent over some of our custom-made suits, luxury apparel and ladieswear fabrics to be displayed onsite. We received many contacts which we've passed to our distribution partner to follow up on. It was valuable to be able to have a low-cost presence at the fair after such a disruptive year."

*Mr Josh Lane, Regional Director, Holland and Sherry, UK (Hybrid exhibitor)*

## Reasons to consider hybrid and online solutions

- All-round offline and online platforms to connect exhibitors and buyers from China and around the world seamlessly
- Maintain a presence and reconnect with the Chinese market to showcase your latest innovations

### Dedicated hybrid showcase



- Display your products and brochures for onsite buyers to touch and examine up close
- Audio-visual equipment showing your product or company videos
- Temporary staff stationed for assistance

### The powerful business matching platform – Connect PLUS



- Connect with overseas buyers in Intertextile's database
- Business matches recommended by AI
- Product showcase with detailed descriptions
- Instant messenger available
- Schedule onsite or online meetings

### Interactive sourcing platform



- Dedicated webpage that displays your company details, product photos and descriptions, accessible to onsite buyers by scanning a QR code
- Receive onsite buyers' inquiries in real-time
- Exclusive to hybrid exhibitors during the 3-day show period

### The Intertextile mobile app



- Proactively reach out to domestic buyers
- Upload product details for showcase in photos or videos
- Buyers' requests are clearly shown for more efficient business matching
- Instant messenger available
- Schedule onsite or online meetings





# Strategic feature zones to meet your target audience

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

**Country & region pavilions / zones:** including Japan, Korea, Hong Kong, Taiwan and more.

**Accessories Vision:** a dedicated zone for garment and fashion accessories.

**All About Sustainability:** meet the global demand for sustainable products, services and solutions.

**Beyond Denim:** showcase your denim inspiration and advanced solutions for a wide range of products.

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

**Functional Lab:** capture unlimited business opportunities with demand for athleisure, sportswear, protective apparel and more.

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

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

**Verve for Design:** inspire the industry with original pattern designs.



## Comprehensive product categories

Intertextile attracts quality buyers looking to source from the full range of apparel industry products.

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



# Enhance your exposure with Intertextile's fringe programme events

## Intertextile *Directions* Trend Forum

A must-visit spot providing the fashion trends for Spring / Summer 2023. Submit on-trend samples to be displayed at the Trend Forum and direct potential clients to your booth!

## Seminars

With themes including **Design and Trends**, **Sustainability Issues**, **Technology and Solutions**, and **Market Information and Business Strategies**, take the initiative to promote your brand via seminars during the fair.

## Panel discussions

Exchange and share your brand concepts and innovative ideas among industry specialists and leaders.

## Product presentations

Maximise your product exposure by promoting your products at tailor-made launches and networking cocktail parties at the fairground.

Online promotion such as **pre-show webinars** and **livestreams** are also available to extend your brand exposure.



## Media exposure

Submit your company and product materials to us for publishing in our e-newsletters and across our social media platforms to over **400,000** followers, or place them at the press centre inside the fairground for media exposure.





## Apply now to explore your unlimited business opportunities at Intertextile!

### Intertextile Shanghai Apparel Fabrics – Spring Edition 2022

- Date:** 14 – 16 April 2022
- Opening hours:** 9:00am – 6:00pm
- Venue:** National Exhibition and Convention Center (Shanghai)
- Admission:** Free admission. Trade visitors only.  
Persons under 18 will not be admitted.
- Organisers:** Messe Frankfurt (HK) Ltd  
The Sub-Council of Textile Industry, CCPIT  
China Textile Information Center

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For more details, please visit

[www.intertextileapparel.com](http://www.intertextileapparel.com)

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Subject to change, as of July 2021

## Concurrent shows

**intertextile**  
SHANGHAI home textiles

**yarnexpo**

**CHIC**  
SHANGHAI

