



**intertextile**  
SHANGHAI apparel fabrics

2023 Show Review

China International Trade Fair for Apparel Fabrics  
and Accessories – Spring Edition

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textile flagship

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





# Intertextile Shanghai Apparel Fabrics – the key link for the global textile value chain

A wide spectrum of industry players flocked to spring's apparel flagship, and in greater numbers than usual. After a few years of border restrictions, domestic buyers have been longing for fresh, foreign concepts to inspire business growth.

The fair's success reaffirmed its position as the ideal platform for the textile industry to keep up with market trends and connect with worldwide partners. Major sourcing categories included athleisure, as China's younger generations are adopting more active lifestyles, and sustainable fashion, due to its increasing international importance.

## Show statistics and visitor demographics



Nearly **3,000** exhibitors from **22** countries and regions

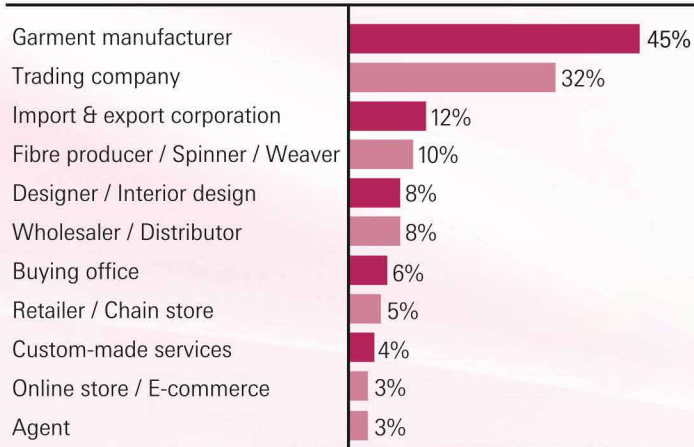


Nearly **100,000** buyers



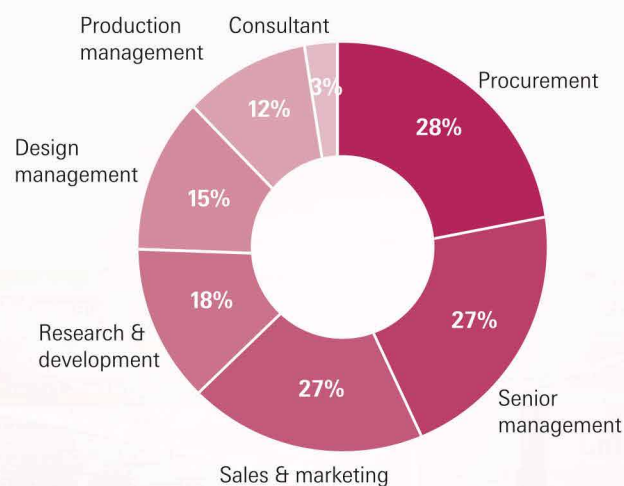
**6** halls across **160,000+** sqm

### Breakdown of visitors by nature of business\*



\*Total percentage is over 100 due to multiple selections.

### Job function





# Intertextile Hub

Offline and online, Intertextile Apparel's comprehensive business platforms seamlessly connect exhibitors and buyers across geographical boundaries.

## Live streaming

- Exhibitor interviews
- Seminars and forums live stream and playback
- Show snapshot



## Connect PLUS

- Enabled exhibitors to meet overseas buyers online
- Users could schedule onsite/online meetings
- Instant messaging for real-time connections



## Interactive sourcing platform

- QR code directed onsite buyers to the sourcing platform
- Allowed exhibitors to immediately receive onsite buyers' enquiries
- Facilitated further contact and business exchange



## Mobile app

- Exhibitors proactively reached out to domestic buyers
- Photos, videos, and product details uploaded
- Buyers' requests clearly displayed for efficient matchmaking



## Onsite and online business matching

Over 200 onsite meetings were arranged for VIP buyers from China, Hong Kong, Spain, the UK, the US, and more.





**Accessories Vision:** Framis Italia, Global Link, HSD Zipper, Jing Cheung and more



**Beyond Denim:** Bossa, Calik, Orta Anadolu and more



**Premium Wool Zone:**  
Drago SpA, Huddersfield  
Fine Worsted, Linton Tweeds,  
Vitale Barberis, Canonico SpA,  
Successori Reda SpA



**Functional Lab:** HeiQ  
Materials, Yunifi Textiles,  
Yu Yang Textile



**All About Sustainability:**  
Hohenstein, IDFL Laboratory  
and Institute, Intertek Group



**Verve for Design:** Fairbairn & Wolf  
Studio Ltd, Les Dessines, Pehuen  
Consulting Srl



**SalonEurope:** Aluma AG,  
Liberty Fabric, Scottish Enterprise,  
Soktas Tekstil





# Fringe programme and livestreaming platform

**29** seminars and 6 themed forums were held concurrently with the fair. Attendees enjoyed front row seats to expert insights and some of the global industry's latest innovations.

Over **3,000** participants attended the seminars and forums onsite.

Over **122,000** participants joined online.



## Event highlights:

- Intertextile *Directions* S/S 2024 Trend Seminar
- 2023 Smart Textile Industry Forum: Digital Application Trends
- Industrial Chain Restructuring: New Technology, New Scenarios and New Advantages
- How to Deliver Trustworthy Sustainability Communications to Consumers
- Fresh by Nature – Botanical Odour Control

## Livestreaming platform – Intertextile Hub

To extend exhibitors' exposure to at-home buyers, Intertextile Apparel introduced its livestreaming platform, and Intertextile Hub's Playback broadcast the fair's standout moments.

### Included:

- Exhibitor interviews
- Exhibitor promotional videos
- Themed forums and seminars



## Exhibitors' testimonials

"Intertextile Apparel is a very important show for us, and we have exhibited here since 1995. The trend for luxury apparel products in China has grown a lot. Conducting business in person is important, because buyers need to touch and feel the fabrics. With five textile fairs held concurrently, we can meet many more customers."

**Ms Helena Cui, Sales Director, Vitality Superfine Cloth**

"Intertextile Shanghai Apparel Fabrics, as the largest and most influential platform in the industry allows us to get in touch with potential customers in different fields. The popularity of the fair allows us to promote our business, attract well-suited partners and clients, and expose the domestic market to new brands and womenswear fabrics."

**Mr. Heling Mo, General Manager Fashion Apparel Sales Department, Asahi Kasei Advance (Shanghai) Co Ltd**

## Visitors' comments

"This is my first time as part of the VIP buyer programme, and it helps me with business matching and saved a lot of time sourcing new suppliers. My main job here is to find sustainable and fashionable suppliers who are able to do small quantities in order to cater UK trends. The scope of the fair is quite good and I will certainly return for the Autumn Edition."

**Ms Karen Tam, Fabric Sourcing & Development Manager, Next Sourcing, Hong Kong**

"We are here to discover the latest fashion trends and to source for renewable fabrics. The colour display closely matches the needs of the international market. The scale of the fair is big and product halls and zones are strategically planned to suit our sourcing needs. This is not our first time visiting and we will surely return."

**Ms Katrina Cao, Marketing & Sales, Zhejiang Xinlion Textile Co Ltd**

### Intertextile Shanghai Apparel Fabrics – Autumn Edition 2023

**Date:** 28 – 30 August 2023 (Mon – Wed)

**Opening hours:** 09:00 – 18:00

**Venue:** National Exhibition and Convention Center (Shanghai)

**Admission:** Free admission. Trade visitors only.  
Persons under 18 will not be admitted.

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