



intertextile
SHANGHAI apparel fabrics

8 – 10 March 2023
National Exhibition and Convention
Center (Shanghai), China

Join the apparel
textile flagship

www.intertextileapparel.com

A textile exhibition of global presence

Intertextile Shanghai Apparel Fabrics is the industry's trusted platform for capturing the potential in the world's largest fashion market.

As the fair's host country, China has used its foundations as a textile powerhouse to transform from a follower to a leader in the global textile market. Through a digitally-driven, consumer-centric strategy, the world's largest exporter saw garment exports grow 8.4% year-on-year to reach a record USD 315.5 billion in 2021.



2,600 exhibitors from
17 countries and regions

2021 show figures



80,000+
buyers



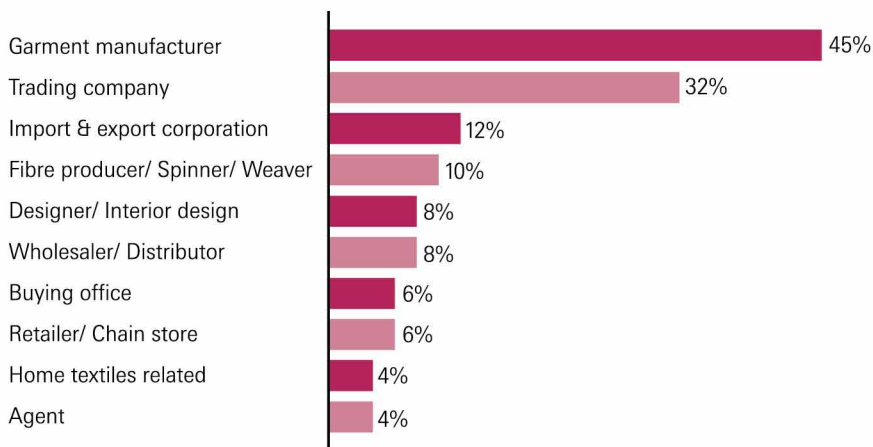
90%+ top manager &
sourcing experts

Visitor demographics

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

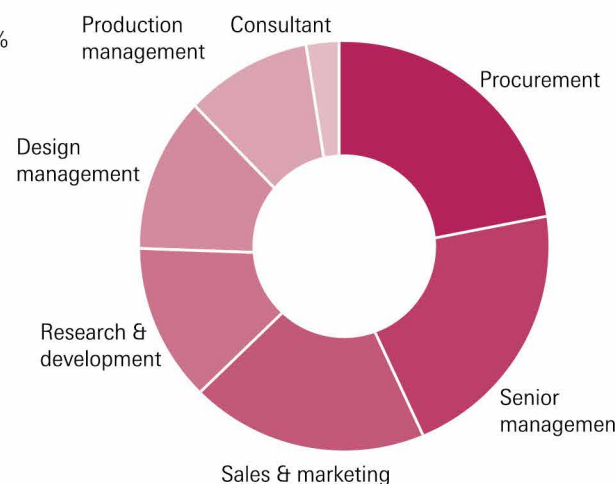
*Includes onsite and online visitors. For domestic visitors, over 75% were from Jiangsu, Shanghai and Zhejiang.

A variety of sourcing professionals



*Total percentage is over 100 because of multiple selections

Job function



Visitor feedback

"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 Corporation, China

How to join Intertextile Apparel's Spring Edition in 2023

There are several dynamic ways of doing so, making commercial connections possible for exhibitors all over the world.

Exhibit in person with a dedicated booth for your company

Chinese representatives or branch office attend in person to manage your company's onsite booth

Hybrid Exhibition & Intertextile Hub – showcase your products onsite and interact with buyers via our online interactive sourcing and business matching platforms



Intertextile Hub: All-round online and offline solutions



Dedicated hybrid showcase



Connect PLUS: business matching platform



Receive enquiries via interactive sourcing platform



Livestreaming onsite activities



Exhibitor testimonial

“Intertextile is the industry’s most important trade fair in China, so we’ve been participating for many years. We have brought the latest prints sent over from London to showcase at the fair. Today the visitor flow is high and we’ve seen a lot of brand designers and fabric directors, who are all decision-makers.”

Mr Guanlian Yuan, Chinese Agent, Design Union, UK

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 on to our distribution partner to follow up. 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

Fringe Programme

Our fringe programme provides key insights of future developments of the apparel and textile trade industry. Increase your exposure with Intertextile's fringe programme events.



Intertextile *Directions* Trend Forum

A must-visit spot providing the fashion trends for Spring / Summer 2024. 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.

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 Italy, Japan, Korea, Hong Kong and Taiwan



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

Premium Wool Zone: an exclusive zone for high-end wool suppliers of bespoke garments and suiting



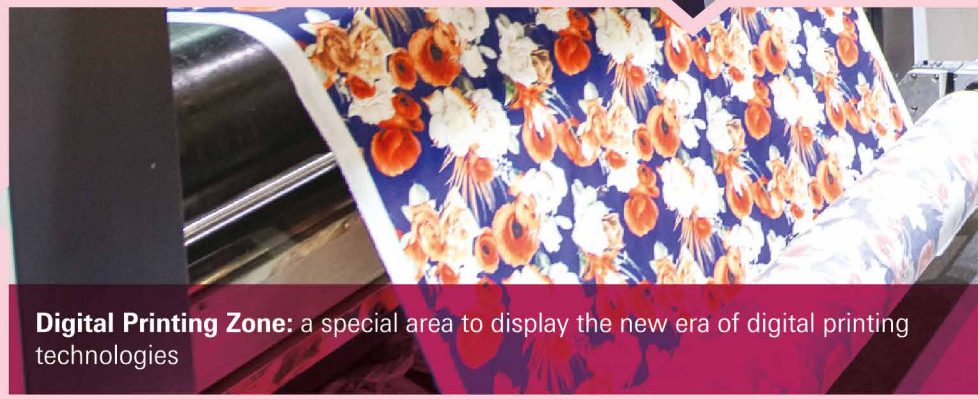
Functional Lab: capture unlimited business opportunities with demand for athleisure, sportswear, protective apparel and more



SalonEurope: showcasing the best of European textile for the Asian market



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



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



Apply now to explore your unlimited business opportunities at Intertextile!

Intertextile Shanghai Apparel Fabrics – Spring Edition 2023

Date: 8 – 10 March 2023

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 (CTIC)

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For more details, please visit

www.intertextileapparel.com

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