

## 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.





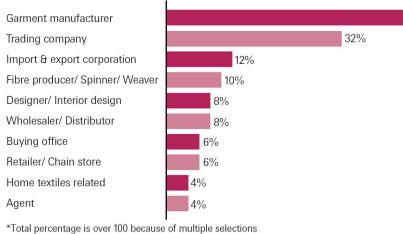


2021 show figures

### Visitor demographics

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

#### A variety of sourcing professionals



#### 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

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

# 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



44

#### **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.

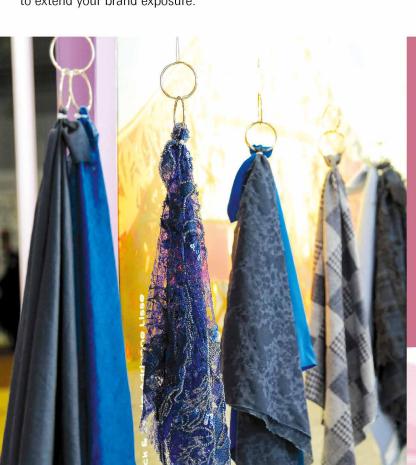
#### Panel discussions

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.



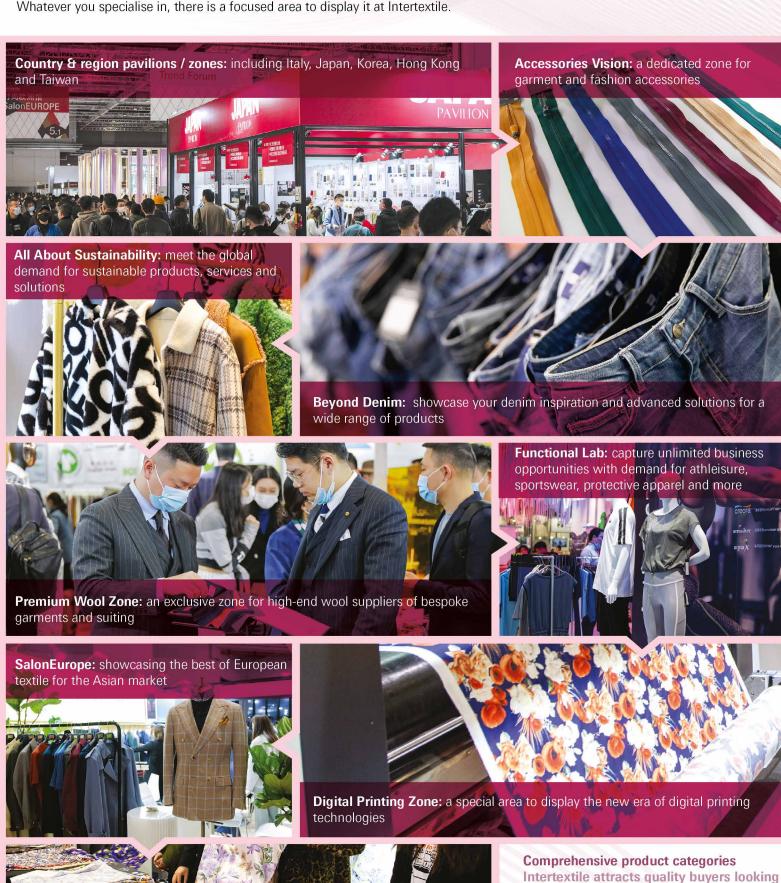
# Textile Dis

#### 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.



# Verve for Design: inspire the industry with original pattern designs

to source from the full range of apparel industry products.

- Accessories
- Cotton
- Denim
- Digital Printing
- Fibres / Yarns
- Functional
- · Silk

Knitted

Lace & Embroidery

· Linen / Ramie

· Man-made

Wool



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

Intertextile Shanghai Apparel Fabrics - Spring Edition 2023

Date: 28 - 30 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)

#### Contact:

Messe Frankfurt (HK) Ltd Ms Maggie Tse / Mr Jimmy Chan +852 2238 9963 / 9999

Fax: +852 2598 8771

Email: textile@hongkong.messefrankfurt.com

For more details, please visit

www.intertextileapparel.com

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