



intertextile
SHANGHAI apparel fabrics

6 – 8.3.2024

National Exhibition and Convention
Center (Shanghai), China

Join the apparel
textile flagship

www.intertextileapparel.com

The anchor point for the global textile value chain

China is the world's leading textile manufacturer, exporter, and retailer. Apparel production has grown in recent years, as multiple brands have established manufacturing bases around the country, with Shanghai in particular an industry focal point. Intertextile Shanghai Apparel Fabrics is a driving force for domestic and global industry development, with the fair a key platform for exhibitors to win new business, reconnect with old customers, and exchange first-hand industry updates.

2023 show statistics

The global apparel flagship pulled a multitude of exhibitors and buyers together at its Spring Edition in 2023, China's first major textile event since its reopening. Participants were overwhelmed with the fair's scope and scale, and a rewarding three days of in-person business reaffirmed its status as the preferred trading platform for key industry players.



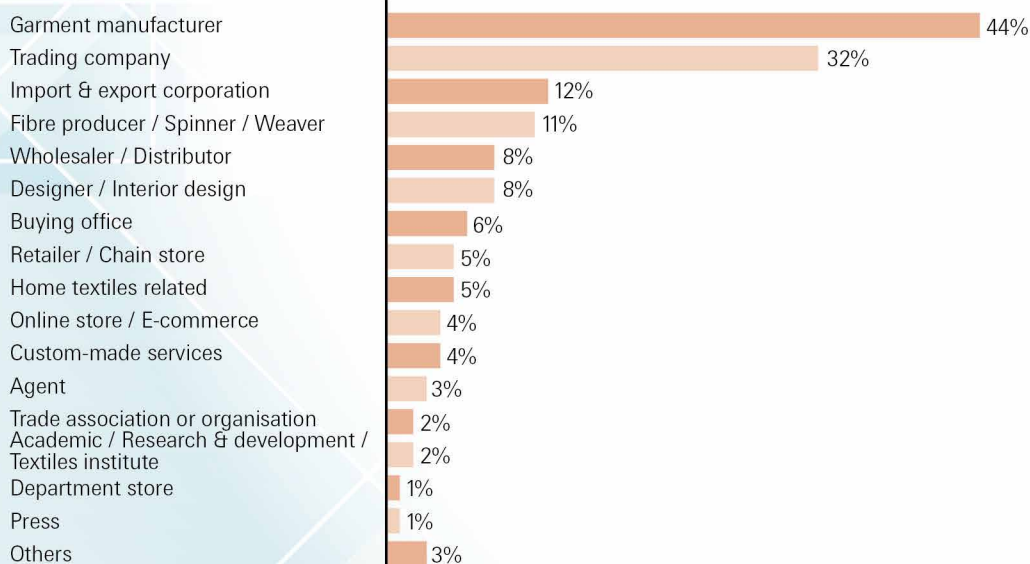
Nearly **3,000** exhibitors from
22 countries & regions



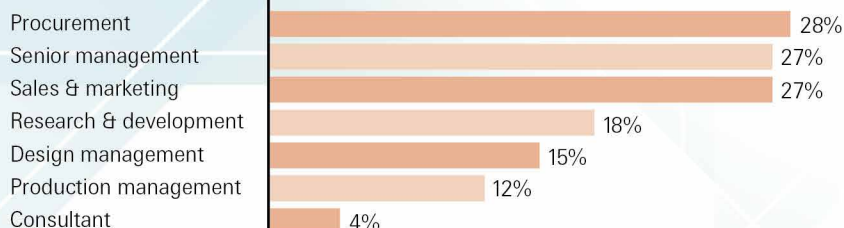
Nearly **100,000** trade buyers
from **101** countries & regions

Top 10 visitor countries & regions* (in alphabetical order): Hong Kong, India, Indonesia, Italy, Japan, Korea, Russia, Taiwan, Turkey, Vietnam

Business nature



Job function



*total percentage is over 100 because of multiple selections

Grow your global influence at Intertextile Shanghai Apparel Fabrics – Spring Edition 2024

Showcase your latest collections

Keep your products on-trend

Connect with the industry's biggest players

Make long-lasting impressions

In addition, utilise the global apparel flagship's value-adding online features:

Meet buyers with Connect PLUS,
our online business matching
platform

Increase your impact by
livestreaming onsite activities

Receive enquiries through our
interactive sourcing platform



Exhibitor testimonial

"I have been coming to China for over 25 years, and there's been a dramatic growth in wealth, and in the high-end clothing industry. Huddersfield Fine Worsteds has exhibited at Intertextile Apparel for around 15 years, and we are happy to be back. It's been very busy, and for international executives it's important to be able to see our customers again and to showcase our collections."

Mr Bob McAuley, President, Huddersfield Fine Worsteds, UK

Visitor feedback

"It is my first time sourcing at this fair. Compared with the other textile fairs, the scale of Intertextile Apparel is enormous. My favourite part is the abundance of new and interesting suppliers to meet. I have achieved my business goals, as I managed to find new fabric suppliers, and to learn about new trends and products that we can offer to our customers in Mexico. I will definitely return, as I always need to look for innovation and Intertextile Apparel suits all of my needs."

Mr Edmundo Velazco Ruiz, Supply Chain Manager Sr., Telas Lúa, Mexico

Strategic feature zones to meet your target audience

No matter your company's specialty, there is a focused area to display it at Intertextile Apparel.



Country & region pavilions / zones: including Hong Kong, Japan, Korea 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



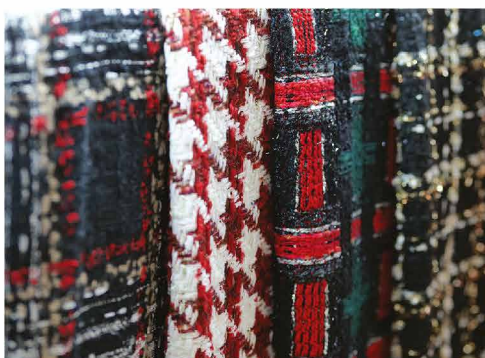
Beyond Denim: showcase your denim inspiration and advanced solutions for a wide range of products



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



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



Verve for Design: inspire the industry with original pattern designs

Other sought-after categories for buyers

- Cotton
- Fibres / yarns
- Knitted
- Lace & embroidery
- Man-made
- Silk
- Trend forecasters
- Wool and more

Increase your exposure and unlock industry insights with Intertextile Apparel's variety of fringe events

Intertextile *Directions* Trend Forum

A must-visit spot for many buyers which reveals the upcoming fashion trends for Spring / Summer 2025. Submit on-trend fabric samples for display at the Trend Forum and direct potential clients to your booth!

Seminars

Utilise this creative avenue to promote your brand during the fair, with potentially fitting themes including **Design and Trends**, **Sustainability Issues**, **Technology and Solutions**, and **Market Information and Business Strategies**.

Panel discussions

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

Product presentations

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

Online promotions such as livestreams are also available to amplify your brand exposure.



Additional brand and product exposure

Submit your materials for pre-show advertising to our **400,000**-strong email and social media database, or place them at the fairground's press centre for media exposure.





Build your brand and win new business at Intertextile Apparel!

Intertextile Shanghai Apparel Fabrics – Spring Edition 2024

- Date:** 6 – 8 March 2024
- 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

Contact:

Messe Frankfurt (HK) Ltd
Ms Kathy Lai / Mr Jimmy Chan / Ms Tania Choi / Mr Tony Fung
Tel: +852 2238 9963 / 9999 / 9991 / 9983
Fax: +852 2598 8771
Email: textile@hongkong.messefrankfurt.com

For more details, please visit

www.intertextileapparel.com

Follow us on:



part of

TEXPERTISE
the textile business network

Concurrent shows

intertextile
SHANGHAI home textiles

yarnexpo

CHIC
SHANGHAI

