



intertextile
SHANGHAI apparel fabrics

11 – 13.3.2025

国家会展中心（上海）

National Exhibition and
Convention Center (Shanghai)



Econogy Hub: Where sustainability meets business

At the international textile apparel flagship fair – Intertextile Shanghai Apparel Fabrics, Texpertise Econogy, a collective idea, will be introduced to take over the sustainable topics in Greater China and enable efficient knowledge sharing at the fair. A new featured zone Econogy Hub will be introduced to provide exhibition space, meeting points, and seminar stage for the eco game-changers and the industry leaders for knowledge sharing and business networking.

What is Econogy Hub?

- Econogy Hub provides the same great business results for sustainability-minded organisations in the textile industry, now with the added weight of the global Texpertise Econogy brand.
- Exhibitors are required to undergo an external sustainability check, the Econogy Check, to exhibit in this zone, providing extra assurance to buyers that they can trust your sustainable offerings.

Who should join Econogy Hub?

- Certifiers, accreditation companies, testing laboratories, eco-friendly producers, technology or material innovators, traceability solutions providers, consultants for best practices and more...

What is Econogy Talks?

- A platform of sustainability-focused seminars and panel discussions where you can connect and exchange insights with a range of key textile players.



Benefits of Econogy Hub

At the fair:

- Exhibiting your products and solutions at the heart of the fair, promising traffic and visibility
- Tagging along the strong Texpertise Econogy brand
- Speaking at Econogy Talks seminar stage for knowledge and experience sharing

Add-on marketing exposure free-of-charge:

- Pre-show marketing and brand exposure through social media and eDM
- Opportunities for pre-show and onsite media and PR interviews

On-going benefits:

- Promoting your presence at Texpertise Econogy, one of the most devoting brands at textile fairs for promoting sustainability
- Stand out to buyers looking for eco-friendly products and services after passing Econogy Check valid for a year

Participation fee:

starting from
US\$5,355

Application deadline:

6 December 2024

Remarks:

Please note the spots for Econogy Hub is limited, first-come first-served.

Texpertise Econogy

Messe Frankfurt's Texpertise is a global network of textile trade fairs comprising 50+ events in 11 countries and regions. We have spent the last 15 years working on accelerating the rate of innovation and change in the textile and fashion industry in order to press ahead with achieving the Sustainable Development Goals (SDGs) and the Paris Climate Agreement. "Texpertise Econogy" stands for all sustainability activities of Messe Frankfurt's Texpertise Network across international trade fairs. The term "Econogy" combines **economy** and **ecology** in one word and shows how decisive sustainability is today for the economic success of a company.

Enquiry

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