

intertextile

SHANGHAI apparel fabrics

中国国际纺织面料及辅料(春夏)博览会
China International Trade Fair for Apparel Fabrics and Accessories – Spring Edition

12 – 14.3.2019

国家会展中心(上海)

National Exhibition and

Convention Center (Shanghai), China



messe frankfurt

Unlimited opportunities for business exposure

Intertextile Shanghai Apparel Fabrics is a major date in the calendar for a wide variety of buyers – the opportunities for business exposure are limitless.



Figures from 2018 Spring Edition

Take advantage of current trends

Increasing number of online store / e-commerce buyers



In 2017, e-commerce accounted for nearly **15%** of the global apparel retail market. This year's Spring Edition reflected the industry trend with more exhibitors seeking e-commerce buyers. What's more, **86%** of these exhibitors met their target at the fair.

*Source: Textile Outlook International, No 192 July 2018

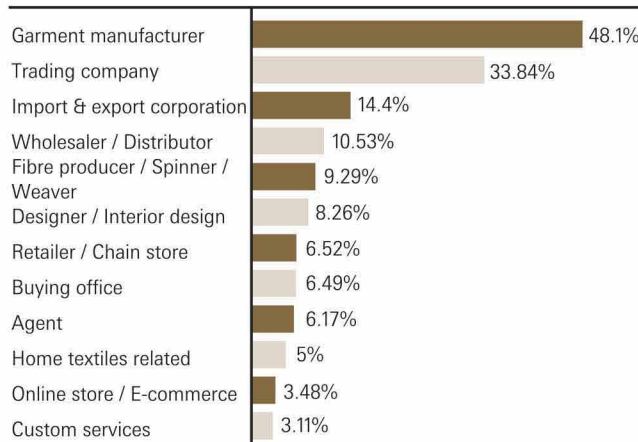
Visitor profile

82,314 buyers from
104 countries and regions (2018 Spring Edition)

Top 10 countries & regions (in alphabetical order)

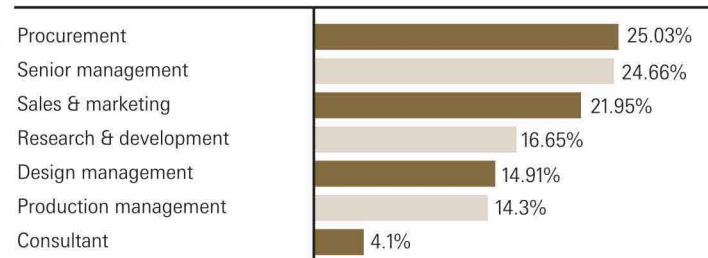
China	Hong Kong	India	Italy	Japan
Korea	Russia	Taiwan	UK	USA

Nature of business



*Total percentage is over 100 because of multiple selections
Source: 2018 Spring Edition visitor registration data

Visitors' job function*



*Total percentage is over 100 because of multiple selections

First time exhibitors' experience

This is our first time exhibiting in this fair, and we are really impressed with the scale. A large number of visitors came to our booth, around 85 on the first day and 100 on the second day. The majority of them are Chinese, but we also have buyers visiting from Europe and sourcing companies and apparel companies in Hong Kong. Most of them are genuine buyers.

Mr Kenji Sasakura, Sales Section, Bon Co Ltd, Japan

We are here to present to the Chinese market our collection of fabrics on the most modern weaving equipment. It is our first time here and I am very impressed by the great quality of the visitors.

Ms Irina De Giorgi, Sales Manager, Ideas by Glarotex AG, Switzerland

Leading buyers at the 2018 Spring Edition

Chinese brands

Aimer 爱慕

ANTA

ANZHENG
安正时尚集团

E·LAND
AMERICAN CLASSIC

EP
ELEGANT PROSPER

ELLASSAY

ERAL·艾莱依

HANDU.COM

JNBY

向_内_行_走_
LIÉBO 裂帛

LI-NING

森馬
Semir

SHOW LONG
舒朗 女装

YISHION 以纯

YOUNGOR
雅戈尔

ZU·KU
醉酷

and more...

Overseas brands

Ackermans

AMERICAN EAGLE
OUTFITTERS

BESPOKEN FOR
CUSTOM TAILORS EST. 2014

Brooks Brothers

Calvin Klein

CHARLES PARSONS
Est. 1915

G2000

J.CREW

and more...

Choose the right location for maximum visibility

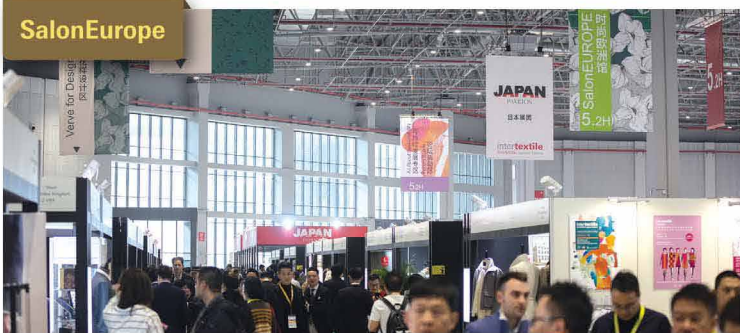
Country Pavilions



Functional Lab



SalonEurope



Premium Wool Zone



Accessories Vision



Beyond Denim



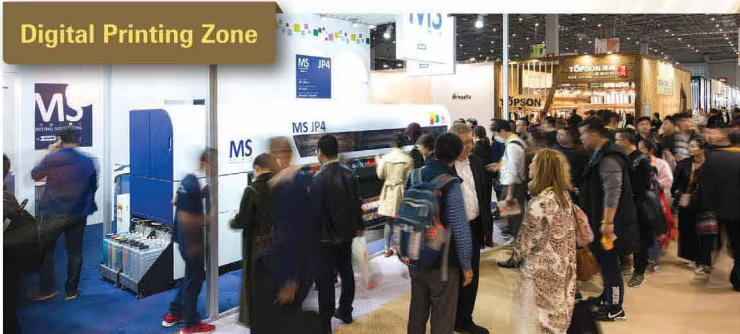
Verve for Design



All About Sustainability



Digital Printing Zone



Join the right product group to maximise business interactions

Cotton / Knitted / Wool / Man-made / Linen / Silk / Functional / Denim / Lace & embroidery / Accessories / Pattern design / Digital printing / Fibre and yarn

Maximise exposure and brand growth

Fringe Programme

Intertextile *Directions* Trend Forum

Let your products impress buyers and direct them to your booth from their first stop in the fair.



Seminars & product presentations

Create long-lasting connections and promote your innovations with industry insiders.

Panel discussions

Share your brand concept and expertise on a leading idea exchange platform.



Business Opportunities



VIP Buyer Business Matching Programme

Maximise efficiency by securing meetings with VIP overseas and domestic buyers before the show starts.

Concurrent shows

Take advantage of four concurrent shows, conveniently placed to represent the entire supply chain.

intertextile
SHANGHAI home textiles

yarnexpo


CHIC 2018
SEPTEMBER
EDITION


PH
VALUE



All-year-round comprehensive promotion ensures continuous exposure and publicity to a wide range of target audience.

- Press releases
- Pre-show & onsite advertising
- E-newsletters to buyers
- Personalised e-invitation cards



2019 Spring Edition

Date 12 – 14 March 2019
Venue National Exhibition and Convention Center (Shanghai), China
Admission Free admission. Trade visitors only. Persons under 18 will not be admitted.
Organizers Messe Frankfurt (HK) Ltd
 The Sub-Council of Textile Industry, CCPIT
 China Textile Information Center (CTIC)
Sponsor China National Textile & Apparel Council

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