

intertextile

SHANGHAI apparel fabrics

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



25 – 27.8.2021 (Now in August)
National Exhibition and
Convention Center (Shanghai), China



Get back to the fast-recovering market at Intertextile Shanghai

Market recovery

- Many textile apparel markets across the world continue to face difficulties as a result of the pandemic
- However, since the second half of 2020, China's garment industry has experienced growth across domestic sales, exports and the production of textile apparels
- The accelerated rebound of the domestic market and the increase of export orders makes China a key place for textile suppliers to get back on track and start winning back losses in 2021

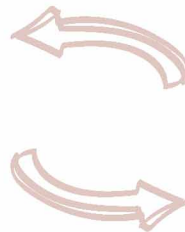
Regional Comprehensive Economic Partnership (RCEP) initiation

- The RCEP agreement was signed by China, Japan, Korea, Australia, New Zealand and other ASEAN countries and regions in November 2020
- It marks ASEAN's biggest free trade deal to date
- Trade tariffs and quotas between members will be significantly reduced or eliminated in coming years
- The cost of China's textile exports to member countries will be reduced, increasing the competitiveness of China's international apparel trade market

Take advantage of the favourable sourcing climate in China now!

To approach buyers both offline and online, we now offer comprehensive exhibition solutions at Intertextile Shanghai!

Physical trade fair + digital marketing services = all-round marketing solutions



How our digital marketing services can help

Target domestic and overseas buyers using the Intertextile mobile app and Connect PLUS



Display your products by uploading photos, videos and product details



Proactively reach out to brand buyers on the visitor list



Interact with buyers by sharing your latest business updates, developments and sales promotion



Approach potential buyers via the instant messaging and video call functions and schedule online or onsite meetings in advance

Flexible hybrid options for your participation

In-person

Can you or your Chinese representatives exhibit at the fair physically? Strategically choose the area which enables you to meet face-to-face with the right targeted buyers! Over 73,500 genuine buyers are waiting for you.



Country & region pavilions / zones: Highlight made-in-country quality



Accessories Vision: For all garment and fashion accessories



All About Sustainability: All sustainable fabrics & products, technologies, business services, tools and solutions



Beyond Denim: Denim yarns, fabrics, accessories, and washing and printing technologies



Digital Printing Zone: Digital print fabrics and printing solutions



Functional Lab: Performance functional fibres, fabrics, accessories, chemicals and machinery and innovations



Premium Wool Zone: High end wool, cashmere and mohair European fabrics



SalonEurope: Premium European-made products



Verve for Design: Exclusive textile patterns and print design studios

Other comprehensive product categories

- Cotton
- Lace & Embroidery
- Linen / Ramie
- Knitted
- Wool
- Man-made
- Fibres / Yarns
- Silk
- Accessories
- Trend Forecast and more

Hybrid and online solutions

If you cannot attend the fair physically, can you send your products / brochures to attract onsite buyers?

A dedicated and prominent showcase area for buyers to feel and touch your products.

- Different showcase designs are available to suit your display needs.
- Business contacts collected onsite are shared for you to follow up.
- Laptop video broadcasting for brand exposure.

Can you upload your profile to CONNECT PLUS / Intertextile mobile app and match with Intertextile buyers online?

- Take the opportunity to connect with more than 100,000 genuine buyers from over 100 countries and regions in the fair's database.
- Your profile with product shots and company website are accessed by all buyers with sourcing needs. And you can reply to buyers' enquiries through the app / online platform in real time.

Fringe programme

Our fringe programme provides curated key insights of developments and challenges facing the textile industry, via online and offline platforms.



Trend Forum

A number of inspirational trend forums will highlight the Autumn / Winter 2022 trends. The Intertextile *Directions* Trend Forum will present international trends reflecting the mood for next year.

The Fabrics China Trend Forums for technology & sustainable fashion, fashion focus and accessories will present domestic fabric trends forecast by CTIC.



Seminars and themed forums / panel discussions

Seminars will be conducted by industry professionals to present the latest fabric trends and innovations, while themed forums and panel discussions will be carried out for those who are interested in exchanging ideas with industry experts.



China International Fabrics Design Competition & China International Fabrics Creation Competition

These professional and authoritative competitions in relation to the fabric sector in the Chinese textile industry will be held with the purpose of enabling more design talents to join the textile industry and allowing the integration of more cutting-edge technology into the fashion world.

Extra product exposure through our promotional channels

- Press coverage
- e-newsletters
- Social media exposure
- Sponsorship marketing
- Digital services
- Onsite press centre



Advertisements
& Press releases

80+
overseas media

Overseas
(90+ countries and regions)

140,000+

Trade visitors

Direct marketing



Direct e-mailing SMS Telemarketing

Online marketing



Social media

Advertisements
& Press releases

95+
Chinese media

Chinese
(26+ regions)

310,000+

Trade visitors

Direct marketing



SMS Broadcasts Direct e-mailing Telemarketing

Important pre-show schedule

Final payment deadline,
fringe programme application

May 2021

Booth allocation, logistic arrangements,
business matching programme starts

July 2021

Oct 2020 – April 2021

Secure your booth by
submitting your application

June 2021

Submit product
promotional information

25 – 27 August 2021

Show starts



Fair facts

Date	25 – 27 August 2021
Opening hours	9am – 6pm
Venue	National Exhibition and Convention Center (Shanghai), China
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 us now

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Stay connected



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