

inter**textile**

SHENZHEN apparel fabrics

Greater Bay Area International Trade Fair for Apparel Fabrics and Accessories
大湾区国际纺织面料及辅料博览会



3 – 5 November 2021

Shenzhen World Exhibition &
Convention Center



messe frankfurt

Tap into China's fashion capital and expand your business in the Greater Bay Area

- Shenzhen is known as the fashion capital of China with favourable policies and cultural diversity.
- It's the first Chinese city appointed by UNESCO as a **City of Design** and was ranked as the **sixth largest fashion capital** in the world in 2019*.
- Over **1,000 local fashion brands** and **30,000 designers** are located in the city making it the perfect place for apparel textile suppliers to explore and develop in the southern China market.
- It's proximity with Shenzhen International Airport **attracts buyers from ASEAN regions and the Greater Bay Area**, including Hong Kong and cities in Guangdong province.

Sources: <https://www.chinadaily.com.cn>, <http://www.sjfzxm.co>



One-stop sourcing platform with concurrent fairs Yarn Expo, CHIC and PH Value

Despite the impact of travel restrictions amid the pandemic, Intertextile Shenzhen Apparel Fabrics is strongly supported by exhibitors and buyers. The 2020 show welcomed **886** exhibitors from eight countries and regions and over **42,000** visits from **26** countries and regions. Held concurrently with **Yarn Expo**, **CHIC** and **PH Value**, the three events gather industry players from the entire supply chain under one roof. Buyers can easily source for their desired products, from raw materials to finished goods at the fairs.

Exhibitor feedback

/// We attend each edition of Intertextile Shanghai and this year we have joined Intertextile Shenzhen. We have brought with us our functional fabrics which are all in-stock in China allowing us to provide a quick response to customers. We met new customers from Guangdong, Tianjin and Hangzhou, including big brands. They are looking for product-in-stock amid the pandemic, so we are able to meet their needs especially with our variety of fabrics and colours. There are more customers than we expected. ///

Mr Yoshida Hideyuki, General Manager, Takisada (Shanghai) Co Ltd, Japan

From online to offline, Intertextile Shenzhen is here to help

Intertextile Shenzhen not only offers industry players a place to meet and interact face-to-face at the physical fair, it takes an extra step forward, enabling exhibitors and buyers to connect online amid the pandemic. We bring the show to you, wherever you are.

Exhibitors can seamlessly engage with both online and offline buyers from over **100 countries and regions** via our online business matching platform **Connect PLUS** and **Intertextile mobile app**, with video calling and instant messaging functions. Pre-event webinar promotion is also available for exhibitors hosting their own webinars.

Search

Sort your target buyers / suppliers by company, country, business title or product interests.



Connect

Connect with over 1,000 global suppliers



Meetings

Schedule ONLINE or ONSITE meetings



Scheduling

Ability to preview available schedule

Conveniently keeps and manages schedules of visitors all-in-one place

Collaborate with buyers in real time

Intuitive to use

Overview team productivity



Messenger

Real-time chat, video call and engagement with global suppliers/ buyers

Send contact details in digital name cards as well as share documents

No need to download any extra software and works across both web and mobile.



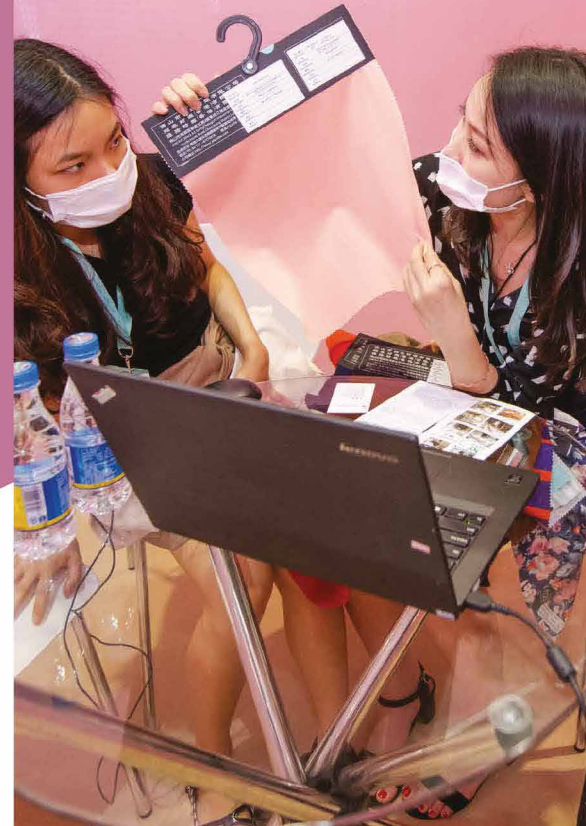
Round-the-clock

24/7 access during the 3-day event and up to 4 weeks after the fair



Hybrid Exhibition Package

Can't attend the fair in person? We have you covered. With the Hybrid Exhibition Package you can display your products at the onsite showcase, promote your brand image and collect business cards using our onsite staff at the fair. Please contact us for more details!



Visitor feedback

From the **online zoom meetings**, nine out of the 10 exhibitors that we spoke with matched our needs. The meetings were well curated to suit our requirements and overall were very successful. We were impressed with how well they were set up and organised and it saved us a lot of time.

We like to source from companies in the southern China region as they are known for having a focused work etiquette, quick response times and for having a deep understanding of buyers' needs. This is why we decided to join Intertextile Shenzhen and explore more sourcing options in the area.

We are looking forward to being able to attend Intertextile fairs in-person soon, as to source new fabrics and products, it is really important to be able to see and feel the materials for yourself.

Mr Harbinder Rattha, Vice Chairman, Roverco Apparel Co, India

Fringe programme to maximise your brand exposure



Trend Forum

- Display your on-trend fabric and accessories samples to inspire and attract potential buyers.

Seminars

- Present your latest business strategies and market and trend information.



Business Matching

- Onsite and Zoom meetings will be arranged for both online and onsite exhibitors. Over 110 meetings were successfully held at the 2020 edition with support from buyers from countries and regions including Bangladesh, China, Hong Kong, Pakistan, Peru and the UK.

Contact us now to reserve a booth!

Intertextile Shenzhen Apparel Fabrics

Date: 3 – 5 November 2021

Venue: Shenzhen World Exhibition & Convention Center

Admission: Free admission. Trade visitor only. Persons under 18 will not be admitted

Organisers: Messe Frankfurt (HK) Ltd / Messe Frankfurt (Shenzhen) Co Ltd
The Sub-Council of Textile Industry, CCPIT
China Textile Information Center (CTIC)

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