

# yarnexpo

China International Trade Fair for Fibres and Yarns  
中國國際紡織紗線(春夏)展覽會

## 2019 Show Review Report



messe frankfurt

# How did Yarn Expo Spring support the industry this year?

The results are in, and it's clear that Yarn Expo's strong product diversity attracted trade buyers from throughout the supply chain. Exhibitors reported successful meetings onsite, as the fair provided a gateway for them to access new markets.

## Exhibitor profile

**468** exhibitors from **12** countries & regions including **China, Egypt, France, Hong Kong, India, Indonesia, Korea, Pakistan, Singapore, the US, Uzbekistan** and **Vietnam** participated in this edition.

## Increasing exhibitor numbers



## Exhibitor feedback

- ★ Fancy Yarn Zone increased by **75%** compared to the Spring Edition
- ★ Over **97%** of exhibitors would consider returning in the Autumn Edition
- ★ Over **74%** of exhibitors were satisfied / very satisfied with Yarn Expo strengthening their existing business contacts

## Success stories



I decided to exhibit at Yarn Expo for the first time because I wanted to expand our business to new regions. I met with visitors from Ukraine, Russia, Colombia, Pakistan and Turkey. I see **a very large market for sustainability** – the China government is tightening environmental regulations, so this is very promising for us. **Brands worldwide are certainly asking their textile manufacturers to source eco-friendly yarns, and these manufacturers are coming to this fair.**

**Mr Mohamed Al-Fayed, Commercial Director, Perfect Spinning Company, Egypt**



## More successful stories you can learn from

### Birla Cellulose

"We use Yarn Expo as a marketing platform to tell our own innovative story..."

### Safilin

"...Yarn Expo is quite exceptional – it's fun to be here, we love it."

Read the full stories here!



## Leading exhibitors

### Chemical fibres



### Cotton yarn



### Linen yarn



### Fancy yarn





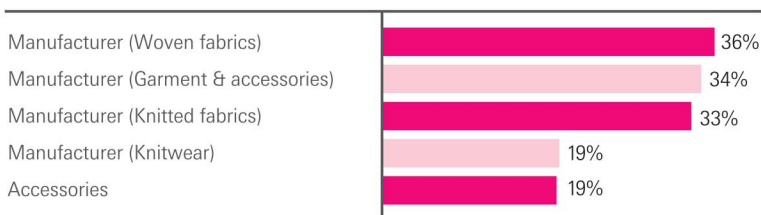
## Visitor profile

**28,302** trade buyers from **87** countries & regions attended the fair, a **9%** increase compared to 2018.

## Increasing visitor numbers



## Visitor breakdown by business nature\* (top 5)



\*total percentage is over 100 because of multiple selections

## Visitor feedback

★ Over **92%** buyers were satisfied / very satisfied with Yarn Expo as a platform to place orders for spring collections

★ Over **91%** buyers were satisfied / very satisfied with Yarn Expo as a platform to gain updated market information



We are one of Europe's largest yarn distributors. Right now, **the most popular product is recycled yarn and merino wool** – a lot of fashion brands are asking for this. We are very happy with **the huge variety of suppliers** here. Our company has been visiting Yarn Expo every year for a long time, for the variety of products, manufacturers and internationality of suppliers. **We can meet everyone we need to here**, there just isn't enough time. **This is a top class fair!**

**Mr Michał Bonusiak, Product Manager, Legs Sp. Z o.o., Poland**



We chose this exhibition as **we have heard a lot about Yarn Expo's professional suppliers**, so we thought we would have a better chance of finding the right suppliers for us here. **Although we make end-use products, by sourcing yarn we have better control over the composition of our fabrics.** We are making premium products, so our **consumers are quite conscious of the fibres in their purchase**, especially as we make underwear so it's very close to the skin.

**Ms Anita Lazo, Senior Product and Business Development Manager, Sankom, Switzerland**



## Top 10 visitor countries and regions

(excluding Mainland China)

1. Korea	2. Hong Kong
3. India	4. Japan
5. USA	6. Taiwan
7. Russia	8. Vietnam
9. Italy	10. Colombia

## VIP brand buyers at the fair



## Fringe programme

This year's fringe events revealed the latest market trends and insights.

### Trend forum



### Seminars



### Fashion show



## See you at Yarn Expo Autumn!

### Date:

25 – 27 September 2019

### Venue:

Hall 8.2, National Exhibition & Convention Center (Shanghai)

### Admission:

Free-of-charge. Trade visitors only. Persons under 18 will not be admitted.

### Contact:

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road, Wanchai, Hong Kong  
Ms Maggie Tse / Ms Iki Lo  
Tel: +852 2238 9963 / 9991  
Fax: +852 2598 8771  
yarnexpo@hongkong.messefrankfurt.com



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