

yarnexpo

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

10 – 12 March 2021

National Exhibition and Convention
Center (Shanghai)
China



messe frankfurt

Yarn Expo Spring 2021 – your springboard to China’s rebounding market

As the world continues to overcome disruption caused by COVID-19, China has been one of the fastest recovering markets. With the government’s intense stimulating measures, China’s economy reported growth in the second quarter after a decline at the start of 2020. According to the National Bureau of Statistics, the country’s GDP rose 3.2% in the second quarter from a year earlier.

In terms of the yarn and fibre market, the July 2020 Shenzhen and Shanghai Autumn editions of Yarn Expo witnessed strong business momentum with many participants confirming Yarn Expo as a vital event to reconnect with the market, boost sales and make up for lost ground.

Exhibitor feedback (Yarn Expo Autumn 2020)

“Yarn Expo is important to the yarn and fabric industry in times like this, especially when it serves as a communication platform for companies large and small to **share market information** and **promote their new products**. Holding a physical event is also crucial for businesses as buyers need to look at the products in-person. The fair is **professional with a wide range of products** on offer. We’ve had **excellent results this year** as there’s been a fourfold increase in visitor enquiries!”

Ms Li Shaoping, Senior Manager, Cotton Council International, Hong Kong

“The demand for organic and BCI products has been increasing due to the pandemic, so we are also highlighting these kinds of products at the fair. The **exhibition results are good** as we are targeting the domestic market, and there is a great amount of genuine buyers with very clear needs. **We’re glad that Yarn Expo could open as scheduled**, because physical trade fairs allow us to showcase our products more effectively.”

Ms Zhang Lin, Sales Manager, Xiamen Naseem Trade Co, China



How can Yarn Expo's all-round marketing solutions help?



Physical trade fair

Participate in person to seize business opportunities

- Meet face-to-face with over **28,300 genuine buyers** in the heart of China's apparel textiles sourcing hub
- Maximise brand exposure by promoting your products through the well-attended seminar programme, trend display areas and networking activities



*display is for reference only

Hybrid trade fair

Don't let the travel restrictions stop you from promoting your products and innovations at the fair

- Prominent display area to let buyers touch and feel your products
- Staff will be present to collect buyers' name cards for you to follow up
- Laptop or tablets will be provided to broadcast your company and product videos

Value-adding digital marketing services

To maximise exhibitors' reach to worldwide buyers, Yarn Expo also offers value-adding digital marketing solutions **to both physical and hybrid exhibitors** to seamlessly connect you with over **35,000 potential buyers** from **100+ countries and regions** in the fair's database.



Online business matching programme

- All-in-one platform to connect with buyers from the Yarn Expo database
- Individual profile to showcase your products and business updates
- AI-driven: proactively recommend potential business matches
- Connect with your buyers using the instant messaging and video call functions
- Schedule onsite and online meetings



E-catalogue

- Available on the fair's official website a month before fair's opening
- Provide your contact details for potential buyers to connect with you prior to the show



Webinar promotion

- If you are holding your own webinar, Yarn Expo will help to promote your webinar to our visitor database
- Webinar link will be shared in the fair's regular e-newsletters and on the official website
- Available for review after the event



Marketing and media support

- Share your latest products and innovations to Yarn Expo's worldwide database
- Direct e-mailing to 310,000+ Chinese trade buyers from 26+ regions and over 48,000+ trade visitors from 75+ countries and regions
- Press publicity to 60+ Chinese media and 40+ overseas media

Dedicated feature zones to help you meet your target buyers

International pavilions and zones

Domestic product zones

- Colourful Chemical Fibre Zone
- Fancy and Specialty Yarn Zone
- Green Linen Zone
- Natural Cotton Zone
- Quality Wool Zone



Tips for success

Show & schedule

September – onwards

Booth application & preparation

December – January

Preparation & promotion

- Submit your product information to the organiser to share via the fair's social media platforms, press releases and e-newsletters
- Enrol in the fair's sponsorship & advertisement package to maximise your brand exposure before and during the fair
- Apply for fringe programme

- Booth allocation
- Logistics arrangements
- Business matching programme starts – create your profile in the online business matching programme, actively interact with your potential buyers and schedule onsite or online meetings

Show starts

- Participate in the fringe programme, such as the trend forum, seminars, to attract more visitors to your booth

February

10 – 12 March

Fair facts

Date	10 – 12 March 2021	
Opening hours	09:00 – 18:00	
Venue	National Exhibition and Convention Center (Shanghai), China	
Admission	Free-of-charge. Trade visitors only. Persons under 18 will not be admitted.	
Participation fee	Standard Booth (min 9 sqm)	USD 385 / sqm
	Raw Space (min 36 sqm)	USD 330 / sqm
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Yarn Expo



www.yarnexpo-spring.com

Contact us now to secure a booth!