Media exposure

**Australia**
Fashionbiz

**China**
Apparel Sources
China Apparel Wash
China Fashion Weekly
China Leather
China News
China Textile
China Textile Leader
China Textile News
chinaif.com
chinaspp.com
chinayarn.com
City Herald
Denim of Asia
Expo China
Fashion News
Fashion Times
Fashion Wind
Fibre Weekly
Global Textiles
Guangdong Net
International Textiles
Jiangsu Textile
Jiaoyitong
Knitting Industries
sh.xinhuanet.com
Shanghai Garment
Monthy
Shenzhen Rouchen
Advertising
texindex.com
Textile Apparel Weekly
Textile Science Research
The Fashion Shop
WJ Daily
www.asiasewing.com
www.china.com.cn
www.cjs.com.cn
www.cnazhi.com
www.webtextiles.com
www.textex.com.cn

**Columbia**
Directorio Textil

**France**
Fashionmag.com
France 3

**Korea**
Korea IT Times
Money Today
The International Textile News

**Germany**
Fashion United
Mittelstand International
Sportswear International
Texdata International
Textile Network
Textilwirtschaft.de
Textilation

**Hong Kong**
ATA Journal
CTA China Textile & Apparel
SCAD Blog
Textile Asia

**India**
Apparel India
Fibre2Fashion
Inside Fashion
Tecoya Trend
The Indian Textile Journal

**Italy**
Il Sole 24 Ore
La Spola.com
MF Fashion

**Japan**
Excite
Fashion Headline
Sen-i-News

**Pakistan**
Textiles Update

**Portugal**
MundoTextil

**Spain**
Pinkemoda

**Thailand**
TTIS Textile Digest

**Turkey**
Textotex
Ticaret Gazetesi

**UK**
Bradford Telegraph and Argus
EcoTextile News
Just-style
Knitting Industry
Knitting Trade Journal
WTIN Intelligence

**USA**
California Apparel News
Sourcing Journal
Women's Wear Daily

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Intertextile Shanghai Apparel Fabrics – Autumn Edition 2015

**Date:** 13 – 15 October 2015

**Opening hours:** 9:00am – 6:00pm

**NEW venue:** National Exhibition and Convention Center (Shanghai)

**Admission:** For trade visitors aged 18 or above only

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www.intertextileapparel.com
**Exhibitor profile**

- **SalonEurope** featured quality fabrics and accessories exhibitors from European countries. The Milano Unica Pavilion continued to showcase Made in Italy products from 128 exhibitors.

- **Asian country / region pavilions:**

- **Group pavilions** housed world renowned exhibitors of special product groups. These pavilions were hosted by Birla, Cotton Council International, DuPont, Hyosung, Invista, KCFA, KTDA, Lenzing and Oeko-Tex.

- The **Beyond Denim** hall featured a revamped design by the NellyRod™ Agency. 150 exhibitors were featured covering the whole supply chain of denim products ranging from yarn and fabrics to dyeing finishing and finished products.

- The **Accessories Halls** included 530 exhibitors offering a full range of accessories for a wide range of fabrics and fashion items.

**Featured zones**

- **All About Sustainability:** with sustainability a growing concern in the textile industry, the zone provided useful information for businesses to learn about this trend, and enabled exhibitors to showcase the latest sustainable products, technologies, and business services & solutions.

- **Premium Wool:** situated in SalonEurope, this zone featured premium and luxury wool cashmere fabrics from Belgium, France, Italy and the UK.

- **Verve for Design** included 20 studios showcasing design patterns and printed fabrics from Australia, France, Italy, Korea, Spain and the UK.

**Exhibitors’ comments**

"As a new exhibitor to this fair, we are very pleased to see that the UK brand is very well received here. We’re optimistic about the industry next year as the market here is expecting to see more good designs and quality products, representing valuable business opportunities we can capture.”

Mr Ronald Hall, Managing Director, Bower & Roebuck & Co Ltd, UK
2014 marked the 20th anniversary of Intertextile Shanghai Apparel Fabrics. A grand, lively and fabulous celebration party was held.

Guests at the party were treated to a special fashion show by renowned designer Walter Ma. The collection theme was “Amazing Forest” praising the beauty of nature that can be aroused from trees, sounds and even the air in the forest. In addition to a combination of bright coloured fabrics, Mr Ma’s classic style of embroidery was also presented.

The fair organisers also took this opportunity to extend their heartfelt appreciation to a selection of overseas exhibitors and media partners by holding a 20th Anniversary Awards Ceremony.

71,138 visitors from 93 countries / regions.

Top 15 visitor countries / regions (excluding Mainland China)

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>1,942</td>
</tr>
<tr>
<td>Germany</td>
<td>1,365</td>
</tr>
<tr>
<td>Italy</td>
<td>1,266</td>
</tr>
<tr>
<td>Turkey</td>
<td>1,199</td>
</tr>
<tr>
<td>USA</td>
<td>1,118</td>
</tr>
<tr>
<td>France</td>
<td>1,067</td>
</tr>
<tr>
<td>Japan</td>
<td>1,054</td>
</tr>
<tr>
<td>Taiwan</td>
<td>1,032</td>
</tr>
<tr>
<td>Russia</td>
<td>1,016</td>
</tr>
<tr>
<td>Brazil</td>
<td>948</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>923</td>
</tr>
<tr>
<td>Thailand</td>
<td>913</td>
</tr>
<tr>
<td>Korea</td>
<td>862</td>
</tr>
</tbody>
</table>

Visitors’ level of position*

<table>
<thead>
<tr>
<th>Level of Position</th>
<th>Number of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior management</td>
<td>24%</td>
</tr>
<tr>
<td>Procurement</td>
<td>24%</td>
</tr>
<tr>
<td>Sales &amp; marketing</td>
<td>14%</td>
</tr>
<tr>
<td>Design management</td>
<td>13%</td>
</tr>
<tr>
<td>Research &amp; development</td>
<td>12%</td>
</tr>
<tr>
<td>Production management</td>
<td>10%</td>
</tr>
<tr>
<td>Consultant</td>
<td>4%</td>
</tr>
</tbody>
</table>

Visitors’ main area of interest by product end-use*

<table>
<thead>
<tr>
<th>Area of Interest</th>
<th>Number of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casual wear</td>
<td>38%</td>
</tr>
<tr>
<td>Ladieswear</td>
<td>33%</td>
</tr>
<tr>
<td>Suits</td>
<td>16%</td>
</tr>
<tr>
<td>Functional wear / Sportswear</td>
<td>16%</td>
</tr>
<tr>
<td>Denim</td>
<td>16%</td>
</tr>
<tr>
<td>Accessories</td>
<td>15%</td>
</tr>
<tr>
<td>Shirtings</td>
<td>15%</td>
</tr>
<tr>
<td>Children &amp; infants wear</td>
<td>9%</td>
</tr>
<tr>
<td>Swimwear &amp; lingerie</td>
<td>7%</td>
</tr>
<tr>
<td>Others</td>
<td>3%</td>
</tr>
</tbody>
</table>

*The grand total is greater than 100% because of multiple selections.
Visitors' comments

"I've been here seven or eight times and am looking for ladieswear fabrics. The quality of this fair is very good. I'm very satisfied with the exhibitors' technical know-how."
Ms Naomi Beaumont Swindlehurst, Fabric Development Technologist, Marks & Spencer, UK

Buyer Delegations: a total of 93 delegation members from Thailand and Korea attended the show.

VIP Buyer Business Matching Programme: a total of 12 invited buyers conducted over 125 meetings with 108 exhibitors. The buyers sourced for renowned brands including Abercrombie and Fitch, Bebe, Bershka, BJ Jeans, Carhartt, Guess, Kate Spade, Lands’ End, Lucky Brand, Marks and Spencer, McKinley, Penfield, Ralph Lauren, Sandwich, Standards & Practices, Tommy Bahama, Truworths, Vince and Zara.

Trend Forums
Included the international-focused Intertextile Directions Trend Forum overseen by the NellyRodi™ Agency. Over 2,800 pieces of fabrics were received from 223 exhibitors of 21 countries, out of which 1,150 pieces were displayed in four themes.

Roundtable Meeting
Over 30 invited speakers, guests and media attended this closed door meeting to discuss the topic of “Supply from China and Southeast Asia to the global apparel market – the excess of production capacity, and how industrial government policy could restructure it.”

GOTS Forum
The forum discussed a wide range of topics and featured speakers such as Ms Yan Yan (Office for Social Responsibility of China National Textile & Apparel Council), Mr Lifu Wang (Control Union Certification (Shanghai) Co Ltd), Mr Hongliang Ding (Hemp Fortex Industries Ltd), Mr Alien Tse (Bros Eastern Co Ltd) and Mr Tong Yeung (Mecilla Ltd).

Seminars
A total of 29 sessions were held under five categories: Design and Trends, Technology and Solutions, Market Information and Business Strategies, Legal Issues and Sustainability Issues.

Fringe Programme
Product Presentations
A platform that allowed exhibitors to showcase their new and innovative products and services to visitors. Five sessions were held this year.

Fashion Show
This event was hosted by renowned fashion designer Mr Walter Ma at the Intertextile 20th Anniversary Ceremony. 60 outfits were paraded in a catwalk show under the theme “Amazing Forest” with fabrics sponsored by 21 exhibitors.

Fabric Design Contests
Over 400 exhibitors took part in the Fabric Design Contest and over 100 exhibitors joined the Fabric Creation Contest.