

Itinerary for Overseas Media

You can find the finalised press itinerary and all useful materials at the following page:

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-apparel-fabrics-autumn/onsite-press-itinerary-rsvp.html>



Key meeting points:

- Press Centre: M7-01
- VIP Lounge: Hall 5.1-J106

Day 1, 27 September (Thursday)

Time	Event	Venue
10:15	VIP Tour	VIP Lounge, hall 5.1
15:30-17:00	Media Tour 1 – Sustainability & Innovation The following exhibitors will introduce their impressive sustainable and innovative products or services. Detailed preview of these exhibitors will be attached in the journalist kit. <ul style="list-style-type: none">• GOTS (5.1-F136)• Hemp Fortex (5.1-F134)• Huaфон (5.1-E112)• Taekwang (4.1-E84)• Far Eastern (4.1-H47)• Nilit (4.1-E22)	All About Sustainability & Functional Lab, halls 4.1 & 5.1 (meet in press centre at 15:15)

Day 2, 28 September (Friday)

Time	Event	Venue
09:30-10:45	<p>Media Tour 2 – Trend Forums</p> <ul style="list-style-type: none"> • Consumer and lifestyle trend tour (Hall4.1, near gate 17) - <i>by Mr Roberto Ramos, Senior Vice President of Creativity and Innovation of The Doneger Group</i> • Intertextile <i>Directions</i> Trend Forum tour (5.1-E106) • Japan Trend Corner tour - <i>by Ms Sachiko Inoue, Trend Director of I.S. Planning</i> 	<p>Consumer and lifestyle Trend Forum, Intertextile <i>Directions</i> Trend Forum & Japan Trend Corner, halls 4.1 & 5.1</p> <p>(meet in press centre at 09:15)</p>
16:00-16:30	<p>Overseas Media Briefing</p> <ul style="list-style-type: none"> • Mr Olaf Schmidt, Vice President, Textile & Textile Technologies, Messe Frankfurt GmbH • Ms Wendy Wen, Senior General Manager, Messe Frankfurt (HK) Ltd • Ms Wilmet Shea, Deputy General Manager, Messe Frankfurt (Shanghai) Co Ltd • Ms Katie Chan, Group Manage, Trade Fairs, Messe Frankfurt (HK) Ltd 	<p>VIP Lounge, hall 5.1 (meet in press centre at 15:45)</p>

- More highlighted event of the day:
 - 09:00-16:30: Scale Up GOTS in China – 2018 Seminar at Meeting room M5-02
**Detailed agenda will be attached in the journalist kit.*