

## 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/invited-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
08:45	Meet with Messe Frankfurt staff and proceed to the fairground	Holiday Inn Shanghai West Lobby
10:00	<b>VIP Briefing</b>	VIP Lounge, hall 5.1
10:15	<b>VIP Tour</b>	VIP Lounge, hall 5.1
15:30-17:00	<p><b>Media Tour 1 – Sustainability &amp; Innovation</b></p> <p>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.</p> <ul style="list-style-type: none"> <li>• GOTS (5.1-F136)</li> <li>• Hemp Fortex (5.1-F134)</li> <li>• Huaфон (5.1-E112)</li> <li>• Taekwang (4.1-E84)</li> <li>• Far Eastern (4.1-H47)</li> <li>• Nilit (4.1-E22)</li> </ul>	All About Sustainability & Functional Lab, halls 4.1 & 5.1 (meet in press centre at 15:15)
18:30-20:30	<b>Intertextile Night VIP Dinner</b> (shuttle bus will return to our hotel around 20:30)	InterContinental Shanghai NECC (meet in press centre at 18:00)

**Day 2, 28 September (Friday)**

Time	Event	Venue
08:45	Meet with Messe Frankfurt staff and proceed to the fairground	Holiday Inn Shanghai West Lobby
09:30-10:45	<b>Media Tour 2 – Trend Forums</b> <ul style="list-style-type: none"> <li>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></li> <li>Intertextile <i>Directions</i> Trend Forum tour (5.1-E106)</li> <li>Japan Trend Corner tour - <i>by Ms Sachiko Inoue, Trend Director of I.S. Planning</i></li> </ul>	Consumer and lifestyle Trend Forum, Intertextile <i>Directions</i> Trend Forum & Japan Trend Corner, halls 4.1 & 5.1  (meet in press centre at 09:15)
16:00-16:30	<b>Overseas Media Briefing</b> <ul style="list-style-type: none"> <li>Mr Olaf Schmidt, Vice President, Textile &amp; Textile Technologies, Messe Frankfurt GmbH</li> <li>Ms Wendy Wen, Senior General Manager, Messe Frankfurt (HK) Ltd</li> <li>Ms Wilmet Shea, Deputy General Manager, Messe Frankfurt (Shanghai) Co Ltd</li> <li>Ms Katie Chan, Group Manage, Trade Fairs, Messe Frankfurt (HK) Ltd</li> </ul>	VIP Lounge, hall 5.1 (meet in press centre at 15:45)
17:30	<b>Overseas Media Dinner</b>	TBC
21:30	<b>Depart restaurant for hotel</b>	

- 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.*

**Day 3, 29 September (Saturday)**

Time	Event	Venue
09:00	Meet with Messe Frankfurt staff and proceed to the fairground	Holiday Inn Shanghai West Lobby
15:00	<b>Shuttle bus departs fairground for Pudong Airport</b> <ul style="list-style-type: none"> <li>Shuttle stops at Hongqiao Airport at around 15:00</li> <li>Shuttle will arrive at Pudong Airport at around 16:00</li> </ul>	Press centre (meet in press centre at 14:45)