

Press release

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August dates for Intertextile Apparel to support A/W and S/S sourcing in Shanghai

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Shanghai is ready to welcome the apparel industry for three days of business interactions and product sourcing, from 29 – 31 August this year at Intertextile Shanghai Apparel Fabrics – Autumn Edition. Fairgoers can look forward to profiting from the favourable conditions of the Chinese market with support from the global apparel textile flagship’s reputable platform. The fair will again be held at the National Convention and Exhibition Center.

A joint report by McKinsey and The Business of Fashion estimates that global fashion sales in 2022 will surpass 2019 levels by between 3 – 8%, with the strongest recovery to be seen in China and the US markets, followed by Europe. This has been aided by a boom in online commerce in China over the last year, with total international e-commerce transactions climbing 15%, according to China Customs. Statistics from the China National Textile and Apparel Council also show that China’s textile industry and foreign trade is back on track, with exports of apparel and accessories items reaching a record high of USD 334.63 billion in 2021. These reports encapsulate the resilience of the fashion industry, which has shown adaptability, innovation and the introduction of new strategies enforced by unprecedented and challenging times.

Participants at the latest autumn edition echoed this forecast, noting the strong recovery in the Chinese market, such as Ms Renee Tang, Chief Executive Officer of Shanghai Run Unison Enterprise who represented Linton Tweeds from the UK. Ms Tang commented: “China’s textile industry is now booming and has done especially well in bouncing back from the disruption of the pandemic. We have also found that the addition of more foreign fabrics has further driven development within China’s entire textile and clothing industry, introducing additional trends and product development.”

It is also the reason why fairgoers look to this year with positivity, Ms Eva Nixon Wang, Co-Founder of Nuvelle who was sourcing at the Autumn 2021 Edition explained: “Looking ahead, I’m definitely optimistic about the Chinese market, as there’s more innovation and more developments in the industry happening here than ever before.” She continued, noting why Intertextile is their chosen platform to reap from the opportunities in the Chinese market: “I am sourcing for functional fabrics and there are so many options to choose from, it’s really exciting. The fair is a very efficient sourcing platform, because I can find all the suppliers I need here, in one place.”

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Rd, Wanchai, Hong Kong

Senior General Manager of Messe Frankfurt (HK) Ltd, Ms Wendy Wen said ahead of the August show dates announcement: “Despite existing uncertainty, all signs point to a positive latter half of the year for the industry. With the Spring Edition merging with the Autumn Edition in August, followed by the Shenzhen Edition later on, we very much look forward to connecting and welcoming our exhibitors and visitors to Intertextile’s sourcing events that provide an array of business opportunities to industry players.”

Sustainability and digital printing top the demands in China

“The 14th five-year plan for the textile industry” by the China National Textile and Apparel Council, signifies the country’s increasing efforts to develop a more green fashion and apparel industry. Goals include advancing the research and development of key technologies for bio-based fibres, raw materials and their end product applications, to upgrade the quality, sophistication and overall sustainability of the sector.

This movement in the Chinese market has been noticed by many participants at recent editions of the fair, including Mr Anson Su, Sales Agent of Bossa Ticaret Ve Sanayi Isletmeleri TAS from Turkey: “Our main products are recycled denim fabrics made from sustainable processes. These products are already popular in Europe and the US but we have seen that Chinese brands are now also willing to pay for these high-quality fabrics, which is why we have brought them to the fair.”

Sustainability is sure to be the overriding in-demand feature of products throughout 2022 and beyond, with apparel and accessories items across all product zones at Intertextile boasting eco-friendly qualities. And again, the dedicated All About Sustainability zone will be a stand-out area at the fair for all things green, in the apparel industry.

Meanwhile, digital printing demand in Asia Pacific is on the rise as the region is anticipated to hold the largest portion of the global digital textile printing market share, with India and China expected to be leading countries. The growing needs for printed fabrics are likely to bolster the growth of the market, making the Digital Printing Zone at Intertextile one to watch this August.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2022 will be held concurrently with Yarn Expo Autumn, CHIC and PH Value from 29 – 31 August 2022 at the National Exhibition and Convention Center (Shanghai). The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre.

For more details, please visit: www.intertextileapparel.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

Intertextile Shanghai Apparel Fabrics –
Autumn Edition 2022
Shanghai, China, 29 – 31 August 2022

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Notes to editors:

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Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300 people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at:

www.messefrankfurt.com

* Preliminary figures for 2021