

news +++ Intertextile Shanghai Apparel Fabrics
National Exhibition and Convention Center (Shanghai), China, 27 – 29 August 2024

intertextile
SHANGHAI apparel fabrics

Intertextile Apparel to ‘capture opportunities of digital revolution’ with launch of Digital Solutions Zone

Shanghai, 18 June 2024. In the midst of the business world’s rapid adoption of new technology and the evolving environmental landscape, players across the wider textile industry are actively seeking innovative solutions for various sourcing, manufacturing, and retailing demands. Bidding to further cater to this need, the organisers have announced the debut of the Digital Solutions Zone at Intertextile Shanghai Apparel Fabrics – Autumn Edition 2024, taking place from 27 – 29 August at the National Exhibition and Convention Center. Coinciding with the fair’s 30th anniversary, the zone will give a dedicated platform to exhibitors specialising in solutions such as additive manufacturing, big data analytics, digital product passports, digital sustainability solutions, generative AI, personalised production, production technologies, virtual reality, wearable technologies, and more.

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, commented: “We are only beginning to understand the changes new technology will bring to the textile sector, but it’s clear there is huge potential in design, personalisation, production, sustainability, traceability, and more. Intertextile Apparel prides itself on providing the right platforms within the fair to meet the market’s needs, and the Digital Solutions Zone will allow our exhibitors and visitors to capture the opportunities of the digital revolution. We have consistently provided education of this topic through our fringe programme, and given a platform to several such exhibitors, but to expand and concentrate this offering into a dedicated zone is something we’ve been eager to realise.”

Innovations such as eco-design, product passports, and sustainable solutions for production are in high demand in China as EU regulations target the entire supply chain. Set to provide a unique opportunity for start-ups and emerging technology companies with potential textile industry applications, at the upcoming Autumn Edition the new zone will put these companies in front of thousands of international and domestic manufacturers looking to gain a technological edge in a competitive market. A unique, open booth design will help to facilitate discussions, while exhibitors will also be able to deliver seminars or product presentations for added engagement.

Textile-applicable digital highlights from previous Autumn Edition

Last year in August, various technology and solutions seminars featured in the Textile Industry Digital Application Forum and as standalone fringe events, while a number of companies made a technological impact, both as exhibitors and collaborators:

One key example was Shima Seiki, whose innovative fashion industry machinery and software solutions include knitting machines, design software, printing, CAD/CAM, and PLM. At the fair, they showcased their 3D fabric design solutions, said to greatly improve efficiency: from research and development to production.

Exhibiting at the same edition was Avery Dennison. Aiming to optimise labour and supply chain efficiency, reduce waste, advance sustainability, and connect brands and consumers, the multinational showcased its range of products and solutions, including labelling and functional materials, radio frequency identification (RFID) inlays and tags, software applications, branded packaging enhancements, and information display.

Providing a platform to nearly 4,000 exhibitors last autumn, the global apparel flagship welcomed 95,000 visitors from 117 countries and regions. Situated in the world's textile manufacturing hub, regular buyers include garment manufacturers, global fashion brands, fashion designers, trading companies, retail chain stores, and many more.

Key zones at Intertextile Apparel this autumn

Located in the International Hall, the Digital Solutions Zone will be the latest addition to a number of product zones at the show, with others including:

- **Accessories Vision:** for all garment and fashion accessories, including zippers, buttons, ribbons, lining, and much more.
- **Beyond Denim:** fashionable, traditional and innovational denim products, ranging from indigo-dyed cotton to bio-dyed viscose fabrics.
- **Digital Printing Zone:** up-to-date digital printing solutions and an array of on-trend printed fabrics.
- **Econogy Hub (new):** the new featured zone for sustainable textile products and services, taking the place of All About Sustainability.
- **Functional Lab:** the go-to platform to cater to global demand for athleisure, sportswear, protective apparel, and more.
- **Premium Wool Zone:** exclusive zone for high-end wool fabric suppliers of bespoke garments and suiting.
- **SalonEurope:** featuring a variety of textile products, showcasing the best of European brands for the Asian market.
- **Verve for Design:** dedicated zone for original pattern designs, with end-uses ranging from fashion to home furnishing.

Companies interested in contacting the organisers, to find out more about the new or existing zones, can [click here](#).

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside Yarn Expo Autumn, CHIC and PH Value at the National Exhibition and Convention Center

(Shanghai), with the venue playing host to the entire apparel textile value chain. For more details on this fair, please visit: www.intertextileapparel.com.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held from 27 – 29 August 2024.

Other upcoming shows:

Intertextile Shanghai Home Textiles – Autumn Edition

14 – 16 August 2024, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

26 – 28 February 2025, Ho Chi Minh City

Press information and photographic material:

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

Social media and website:

www.facebook.com/intertextileapparel

<https://twitter.com/Intertextile>

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters 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