

Press release

September 2020

Intertextile Apparel's digitised solutions reconnect suppliers and buyers

Sharmaine Kwan
Tel +852 2230 9296
sharmaine.kwan@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.intertextileapparel.com
ITSA20 PR3 en

The organisers of Intertextile Shanghai Apparel Fabrics are determined to make use of digitised solutions and provide support for exhibitors and visitors who originally intended to participate in the Spring Edition of Intertextile in Shanghai this March, as well as those unable to join the upcoming Autumn Edition from 23 – 25 September. This month's fair is expecting about 3,400 exhibitors from over 20 countries and regions. With the Intertextile mobile app, an online business matching platform and more, Intertextile continues to utilise its diverse network in the textile industry to help address sourcing needs and generate new business opportunities.

<h3>Search</h3> <p>Sort your target buyers / suppliers by company, country, business title or product interests.</p> 	<h3>Connect</h3> <p>Connect with over 3,000 global suppliers</p> 
<h3>Set up meetings</h3> <p>Schedule ONLINE or ONSITE meetings</p> 	<h3>Messenger</h3> <p>Real-time engagement with global suppliers/ buyers and industry experts with chat functionalities</p> <p>Send contact details in digital name cards</p> <p>Share documents</p> <p>No need to download any extra software and works across both web and mobile.</p> <p>Integrated immediate video conferencing during and after show days</p> 
<h3>Scheduling</h3> <p>Ability to preview available schedule</p> <p>Conveniently keeps schedules of visitors all-in-one place</p> <p>Manage daily meetings</p> <p>Collaborate with buyers in real time</p> <p>Intuitive to use</p> <p>Overview team productivity</p> 	<h3>Round-the-clock</h3> <p>24/7 access during the 3-day event and up to 4 weeks after the fair</p> 

Intertextile is offering both a physical trade fair and digitised solutions to reconnect the industry

“While we have been closely in touch with overseas exhibitors and visitors to prepare for the Autumn Edition of Intertextile, we are mindful that some may not be able to travel to China in September. We understand that alternative solutions are necessary at this time to help our exhibitors and visitors overcome the obstacles set by the outbreak of COVID-19, thus we have evaluated the online tools and services we currently have, as well as sought new ways to digitally connect the industry,” said Ms Wendy Wen, Senior General Manager of Messe

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

Frankfurt (HK) Ltd.

“Our digitised solutions will cater for all scenarios – domestic and overseas suppliers and buyers who have been eager to connect with each other since missing out on the Spring Edition of Intertextile, while serving as pre-event promotion, business and networking opportunities for the Autumn Edition. This will facilitate a seamless exchange of information for doing international business online and offline before, during and after the fair to truly support the industry’s recovery,” continued Ms Wen.

Maximising brands’ exposure and business opportunities

Intertextile’s digitised solutions will allow exhibitors to gain access to its valuable database – more than 100,000 buyers from over 100 countries and regions. To reach out to domestic buyers, exhibitors can download Intertextile’s mobile app and proactively upload product information and photos. They can interact with buyers by sharing their latest business updates, developments and sales promotions. Exhibitors will also have access to buyers’ contacts so that they can schedule online or onsite meetings in advance via the app’s built-in messenger function. The mobile app contains information about the fair, such as map, traffic and fringe programme updates, making it an all-in-one tool for exhibitors to enjoy convenience at the fair while gaining extra exposure not limited to the 3-day show period.

As a special measure in response to COVID-19, Intertextile is extending its offer for exhibitors and visitors to access its online business matching platform, Connect PLUS, which is normally only used to schedule onsite business meetings in advance of the fair. Connect PLUS is now available for online business matching before and after the fair. Based on data-driven intelligent recommendations, exhibitors can check out overseas buyer profiles from Intertextile’s valuable database and proactively send out requests to connect. With instant messaging and video call functions, this platform will be useful for exhibitors to connect with overseas buyers who are unable to attend Intertextile, serving as an ideal tool for post-event business matching and for enhancing sourcing efficiency. Sponsorship packages are also available for exhibitors to advertise on the platform and increase their exposure.

For more details about Intertextile’s digitised solutions, please visit:

https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/Online_Platforms.html

Online content for overseas participants

The team at Intertextile is preparing for more pre-event content sharing in the form of webinars called the ‘Textile e-Dialogue’ series. By promoting exhibitors’ pre-event webinars through the fair’s e-newsletters and website, this will allow the online audience to catch up with the latest industry news while being able to interact with exhibitors via Q&A sessions.

Intertextile Shanghai Apparel Fabrics –
Autumn Edition 2020
Shanghai, China
23 – 25 September 2020

During the fair, fringe programme events such as product presentations will also be livestreamed with real-time Q&A for onsite buyers and online audience. Presentations will be recorded and made available for viewing and sharing on social media platforms, so that overseas exhibitors and buyers in different time zones can learn about the fair's highlights at their convenience.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2020 will be held concurrently with Yarn Expo Autumn, CHIC and PH Value from 23 – 25 September 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 on this fair, please visit: www.intertextileapparel.com. Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: www.texpertise-network.com.

-end-

Notes to editors:

Download press materials

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2020/ITSA20-PR3.html#download>

Follow Intertextile Shanghai Apparel Fabrics on social media

www.facebook.com/intertextileapparel

<https://twitter.com/Intertextile>

www.linkedin.com/in/intertextileapparel

www.instagram.com/intertextileapparel

Newsroom

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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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