

Press release

8 October 2021

Intertextile Apparel opens its doors on Saturday with around 3,300 international and domestic exhibitors on show

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Covering a total of seven exhibition halls and nearly 200,000 sqm, the apparel textile industry will gather this week at the National Exhibition and Convention Center in Shanghai. Running from 9 – 11 October, the physical fair will once again be complemented by a series of online sourcing and business matching platforms, enabling wider international participation.

New and returning international exhibitors from 19 countries and regions can be found in halls 1.1, 2.1, 2.2 and 7.2. The popular SalonEurope zone is returning this edition and will host the Milano Unica Pavilion for the first time since the pandemic outbreak, along with dedicated zones for Germany and Turkey, and exhibitors from Denmark, France, Ireland, Spain, Switzerland, the Netherlands and the UK.

Four Asian country and region pavilions from Hong Kong, Japan, Korea and Taiwan will also be displaying their latest products. What's more, seven group pavilions can be found within the overseas halls, including:

- **DuPont™ Sorona® Pavilion, USA:** 11 members will showcase their latest innovative products including SORONA FAUX FUR, StretchCosy, SORONA functional fibres and SORONA AD yarn.
- **Hyosung Group, Korea:** formed of 13 members, they will display functional fabrics and knitted fabrics for outdoor wear, sportswear, athleisure, lingerie, swimwear and casual wear.
- **The LYCRA Company Pavilion, China:** hosting a record number of co-exhibitors at this edition, the show will be the Asia-Pacific launch pad for LYCRA® ADAPTIV, a fibre that is designed to fit like a second skin.
- **The Lenzing Satellite, Austria:** Lenzing Group together with 39 members will highlight the 100% biodegradable carbon-zero TENCEL™ fibres which are made from wood pulp via sustainable processes.

More international exhibitors can be found in the comprehensive product zones: Accessories Vision, All About Sustainability, Beyond Denim, Functional Lab, Premium Wool Zone and Verve for Design. Meanwhile, domestic exhibitors will be categorised by product end-use in halls 1.1, 1.2, 2.1, 2.2, 7.1, 7.2 and 8.1.

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

Digital solutions support overseas participation

The Hybrid Showcase Area will feature participating exhibitors' products onsite for visitors to examine in-person. What's new this edition, is a personalised QR code displayed at each booth linking to an interactive sourcing platform. Via the sourcing platform, visitors can submit real-time enquiries to exhibitors, further enhancing sourcing options whilst supporting business facilitation for companies unable to attend in-person.

Having proven beneficial at recent editions, Connect PLUS, the fair's online business matching platform will bring overseas buyers to Intertextile. Users can message potential business partners and arrange online meetings, with the platform being accessible for four weeks after the show closes.

The newly launched Intertextile Hub also connects overseas participants with the onsite action. A series of exhibitor interviews and fringe programme sessions will be livestreamed including forums, seminars and product presentations. Register for the Intertextile Hub here: <https://intertextileapparel.messefrankfurt-event.com/index>

Value-adding fringe programme shares market insights

The fair's three-day fringe programme will be categorised into four key themes that shape the future of the apparel textile industry: Design and Trends, Technology and Solutions, Sustainability Issues, and Market Information and Business Strategies. A total of 30 seminars and seven themed forums will offer exclusive insights into advancements in the industry. Onsite fairgoers can also visit the international and domestic trend forums to learn about the latest trends for the upcoming season.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will take place alongside Intertextile Shanghai Home Textiles – Autumn Edition, Yarn Expo Autumn, CHIC and PH Value, from 9 – 11 October 2021 at the National Exhibition and Convention Center (Shanghai).

The fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center. 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.

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Notes to editors:

Download this press release

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2021/ITSA21-OPR.html>

Further press information & picture material

Intertextile Shanghai Apparel Fabrics –
Autumn Edition 2021
Shanghai, China
9 – 11 October 2021

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

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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