

Press release

June 2021

Successful digital and hybrid solutions return for Intertextile Apparel's Autumn Edition

Georgina Dunford
Tel +852 2238 9941
georgina.dunford@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.intertextileapparel.com

Online communication and the adoption of video meetings have kept businesses going in the face of social distancing and international lockdowns. And with face-to-face interactions remaining out of reach for many international fairgoers, Intertextile Apparel has developed a range of hybrid and online solutions for both buyers and visitors, to coincide with the physical event. Tried and tested at the two previous editions of the show, these digital services are once again on offer for participants of Intertextile Shanghai Apparel Fabrics – Autumn Edition, taking place from 25 – 27 August 2021.

Several hybrid and digital options to promote interconnectivity, communication and business matching will again be available at Intertextile Apparel. With an extensive range of solutions on offer, companies across the globe can easily and efficiently participate in the fair and continue much-needed business interactions, despite current travel limitations. Intertextile's hybrid exhibition services seamlessly connects the market with a solution to suit every exhibitor and buyer.

The carefully constructed **Hybrid Exhibition Package** is an efficient solution for international companies, limited by travel restrictions, to exhibit at the fair. What differentiates the package from digital trade fair exhibition options, is the onsite display element. At the dedicated **hybrid showcase area**, participating exhibitors are allocated an onsite booth to display their products for buyers to examine in-person. The booth also features AV equipment to display video material supplied by the exhibitor for added product exposure.

On top of this, to allow instant communication between visitors and hybrid exhibitors, onsite buyers will be able to scan a QR code displayed at the booth, directing them to an online sourcing platform. Buyers can view the hybrid exhibitor's products and profile, mark their favourite products, submit enquiry / order forms and message the supplier directly on the personalised sourcing page.

Meanwhile, accessible for all online and onsite participants, the fair's **mobile app** is an all-in-one platform designed to connect Intertextile's database of potential buyers with suppliers. Exhibitors can proactively deliver product information using the 'News Feed' feature to engage with buyers, who can then initiate communication via the instant messaging function.

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

The fair will also utilise the popular **Connect PLUS** online business matching platform. Driven by AI technology, Connect PLUS recommends potential suitable business matches dependent on specific sourcing criteria. In addition, users can schedule video meetings and message potential business partners via the platform, before, during and after the show.

To increase brand exposure ahead of the show, Intertextile's hybrid services also includes **pre-event webinar promotion** for exhibitors. Participating companies have the opportunity to introduce highlighted products via scheduled webinars before the fair, with Intertextile assisting in the recruitment of viewers.

Lastly, exhibitors can benefit from a **livestreaming platform** which will support the livestreaming of onsite seminars and product presentations and where featured videos can be stored. Special highlights will be shared across social media platforms to reach more potential buyers and the seminars / presentations can be viewed after the fair.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will take place alongside Intertextile Shanghai Home Textiles – Autumn Edition, Yarn Expo Autumn, CHIC and PH Value, from 25 – 27 August 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: <https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en.html>

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

-end-

Notes to editors:

Download this press release

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2021/ITSA21-PR3.html>

Further press information & picture material

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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30

Intertextile Shanghai Apparel Fabrics –
Autumn Edition 2021
Shanghai, China
25 – 27 August 2021

subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 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

* preliminary figures 2020