Intertextile Shanghai: the world’s leading industry trade platform

Around 78,000 buyers from 110 countries & regions*

4,480 exhibitors from 33 countries & regions

*Including buyers from the concurrent CHIC and PH Value fairs who visited Intertextile Shanghai Apparel Fabrics

Visitor profile

Top 10 visiting countries & regions (excluding Mainland China)

A variety of industry buyers*

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garment manufacturer</td>
<td>43%</td>
</tr>
<tr>
<td>Trading company</td>
<td>34%</td>
</tr>
<tr>
<td>Import &amp; export corporation</td>
<td>21%</td>
</tr>
<tr>
<td>Wholesaler / Distributor</td>
<td>17%</td>
</tr>
<tr>
<td>Agent</td>
<td>10%</td>
</tr>
<tr>
<td>Buying office</td>
<td>10%</td>
</tr>
<tr>
<td>Retailer / Chain store</td>
<td>9%</td>
</tr>
<tr>
<td>Designer / Interior design</td>
<td>7%</td>
</tr>
<tr>
<td>Fibre producer / Spinner / Weaver</td>
<td>5%</td>
</tr>
<tr>
<td>Online store / e-commerce</td>
<td>4%</td>
</tr>
</tbody>
</table>

Domestic visitor by region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>East China</td>
<td>82.83%</td>
</tr>
<tr>
<td>South China</td>
<td>9.00%</td>
</tr>
<tr>
<td>North China</td>
<td>4.61%</td>
</tr>
<tr>
<td>Central / Middle China</td>
<td>1.69%</td>
</tr>
<tr>
<td>North East China</td>
<td>1.39%</td>
</tr>
<tr>
<td>South West China</td>
<td>0.62%</td>
</tr>
<tr>
<td>North West China</td>
<td>0.32%</td>
</tr>
</tbody>
</table>

*The total % is over 100 due to multiple selections.

*e-commerce showed significant growth, with around 30% more visitors from this category than the 2017 Autumn Edition.
Prominent brands at the fair

**Overseas**

BESTSELLER, Brooks Brothers, C&A, Dewhirst, H&M, BOSS, JACK & JONES, JCPenney, Levi’s, M&S, Nike, Skechers, Target, Tom Tailor, and more...

**Domestic**

Aimer, ANTA, Cabbeen, Carrefour, 依文, 迪尚, 好孩子, JOEONE, LILANZ, SAINT ANGELO, Semir, TRIES, UR, 聚利娅, and more...

**Business Matching Programme**

Over 70 meetings were arranged with VIP buyers, including garment manufacturers, buying offices, retail chains and e-commerce buyers.

**Buyer delegations**

Official delegations with quality members, from emerging textile and garment manufacturing countries & regions like Russia and Myanmar, sourced from a wide range of products at the fair.
Distinctive product zones continued to expand

**Accessories Vision**
- A diverse range of exhibitors offered accessories including buttons, zippers, labels and more
- **25% increase** in number of international exhibitors

**All About Sustainability**
- Presented up-to-date sustainability information first-hand from green enterprises like ECOCERT, Global Organic Textile Standard (GOTS), Oeko-Tex Association and their pavilion members

**Beyond Denim**
- The dedicated platform showcased premium and sustainable denim

**Functional Lab**
- Displayed strong innovations in athleisure, lingerie and activewear
- More than 110 exhibitors, a **92% increase** in participation

**Premium Wool Zone**
- Specialised in fine and luxury wool for both menswear and ladies wear
- Zone size and number of exhibitors **grew by 30%**

**SalonEurope**
- Featured quality European mills and their high-end collections
- Premium suppliers exhibited in Milano Unica and other country & region pavilions

**Verve for Design**
- Presented exclusive, original and creative print designs from international design studios
Three days of insights, inspiration and experiences!

**Trend forums**
To keep up with current trends, styles, colour forecasting and new fabric developments, selected fabric samples submitted by exhibitors were displayed at the various inspiring trend forums for Autumn / Winter 2019 – 2020:
- Intertextile Directions Trend Forum
- Fabrics China Trend Forums, with themes including “Fashion Focus”, “Functional Technologies”, “Eco” and “Accessories”

**2018 China International Fabrics Design Competition & 2018 China International Fabrics Creation Competition**
- Now an important part of the Autumn Edition, as the only professional design competition in the Chinese textile sector
- Over 500 exhibitors, institutes and designers took part in the two contests

**Panel discussions**
- Audience benefited from the active exchange of ideas and knowledge between key industry enterprises
- Prevalent topics were covered in “Functional Lingerie: Trends and New Opportunities”, “Implementation of Sustainability in Denim Industry”, “The Rise of Africa’s Textile Industry: The Final Trade and Investment Potential of the Mainland?” and “Little Label, Big Impact! How to Create Consumer Trust with an Ecolabel”

**Seminars**
- Exhibitors conducted complimentary seminars at the fair for substantial exposure
- High participation at 35 sessions, creating conversations and benefiting future business connections
Visitor opinions

Mr Markus Göldi, General Manager, Global Trend GmbH, Switzerland
This exhibition represents the whole textile industry, we can find everything we need! Nowhere else in the world can you find this, only here in China. One place, three days, you can find everything you need, including fabrics, trims and all the accessories, and you can find new suppliers to work with.

Mr Kuldeep Raswant, Golden Unicorn (HK) Ltd, Hong Kong
I found this fair amazingly well laid out, and it has everything we are looking for. We are able to do 90% of the sourcing we need to here. Intertextile also gives us insights into the new things coming out. It’s a great experience to be here.

Exhibitor experiences

Mr William Halstead, Sales Director, Taylor & Lodge, UK
We always meet new contacts at this fair, and the number of buyers in the Premium Wool Zone this time has increased. It’s important we are in this zone because of the growing made-to-measure business in China. The zone is very established in this market, and many people know this is where to find high-quality wool. In Intertextile, although our main focus is on China, we’ve also seen customers from Singapore, India and the US.

Mr Leon Xu, Sales Manager, Hemp Fortex Industries (Rushan) Ltd, China
Being in the All About Sustainability zone this year, we have met more high-quality customers who are interested in our sustainable products. Environmental protection is a big trend in China now, and Intertextile is a good platform for us to meet domestic buyers, while we can also meet some of our overseas customers here. This is a first-class business platform, where we can not only meet our existing customers, but also discover new ones.

Intertextile Shanghai Apparel Fabrics – Spring Edition 2019
Date: 12 – 14.03.2019
Opening hours: 9:00am – 6:00pm
Venue: National Exhibition and Convention Center (Shanghai)
Admission: For trade visitors aged 18 or above only

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