2019 Show Review
One global platform, 25 years strong

89,662 visitors (up 15% from 2018)

4,422 exhibitors from 33 countries & regions

More diversity with visitors from 126 countries & regions (2018: 103)

Nine halls across 236,000 sqm

Top 10 visiting countries & regions

USA, China, Hong Kong, India, Bangladesh, Indonesia, Russia, Korea, Japan, Taiwan

Breakdown of visitors by nature of business*

- Garment manufacturer: 48.76%
- Trading company: 34.75%
- Import & export corporation: 13.13%
- Fibre producer / Spinner / Weaver: 10.53%
- Wholesaler / Distributor: 9.12%
- Buying office: 6.10%
- Retailer / Chain store: 5.20%
- Agent: 4.23%
- Trade association or organisation: 1.77%
- Department store: 1.32%

*Total percentage is over 100 due to multiple selections.

Domestic buyers by region (2019)

- A Zhejiang: 29.22%
- B Jiangsu: 22.21%
- C Shanghai: 22.2%
- D Guangdong: 9.14%
- E Shandong: 3.84%
- F Fujian: 3.15%
- G Beijing: 2.81%
- H Others: 7.43%
Visitor profile

International brands

Domestic brands

Buyer delegations

Over 100 delegates from emerging and prominent manufacturing bases attended the show, from India, Malaysia, the Philippines, Russia, Singapore, Thailand and Vietnam.

e-Business matching platform (NEW)
An interactive e-Business matching platform was launched this edition, creating an online platform for both exhibitors and pre-registered visitors to request and schedule meetings.

Business matching with VIP buyers

100 meetings were arranged during the show with VIP buyers, including Coach International, Debenhams, Itochu Textile Prominent Asia, K2 Korea Group, Perry Ellis Europe and Yasmin Barsch.
Exhibitor profile

Leading companies supported their strategic partners with pavilions at the show, while other well-known names could be found at the distinctive product zones.

**Accessories Vision**
3M, T & S, Avery Dennison, Ideal Fastener, Mainetti, Shimada Shoji and more.

**All About Sustainability**
BTTG, Ecocert, Global Standard, SGS-CSTC, Testex and more.

**Beyond Denim**
Asgard Nine, Bossa, Diamond Denim by Sapphire, Kipas, Orta Anadolu, Soorty Enterprises and more.

**Digital Printing**
Digitex, ATEXCO, MS Printing Solutions and more.

**Functional Lab**
Aquitex, Elevate Textiles, Far Eastern New Century, Nanya Plastics Corporation, New Wide, Nilit, Taekwang, Tiong Liong, Toray, Toyobo, Unifi and more.

**Premium Wool Zone**
Abraham Moon & Sons, Cerruti 1881, Dormeuil, Holland & Sherry, Huddersfield Fine Worsted, Scabal and more.

**SalonEurope**
Albini, Alumo, BASF, Ermenegildo Zegna & Figli, Getzner, Kufner, Linton Tweeds, Marzotto Group, Loro Piana, Soktas, Successori Reda, Suedwolle Group, Vitale Barberis Canonico and more.

**Verve for Design**
Anteprima, Bernini, Creations Robert Vernet, Fairbairn & Wolf, Longina Phillips Designs and more.
Fringe programme

Trends & insight

Intertextile Directions Trend Forum
The forum displayed fabric samples from exhibitors, demonstrating Autumn / Winter 2020-21 trends.

Intertextile Consumer & Lifestyle Trends
This edition’s theme was FutureCast 2021 – New Consumer Rules, illustrating current areas of potential with modern consumers through a video screening and introduction tour, and a panel discussion.

2019 China International Fabrics Design and Creation competitions
The only professional design competitions in the Chinese textile industry, aiming to find and cultivate design talent, while contributing innovative design expertise.

Knowledge exchange

All events were categorised under four main themes: Design & trends, Sustainability, Technology and solutions as well as Industry collaboration. Over 28 seminars were held.


Conferences included: 2019 Smart Factory Forum Trends and Applications of Artificial Intelligence in Textile Industry, Trends on IP, Retail with Licensing and FASHIONSUSTAIN.

Demonstration platforms

Beyond Denim Forum
The forum showcased over 200 samples submitted by leading denim exhibitors under four themes: Serenity, Re-made, Craft and New Age.

Functional Lab display zone
The area displayed functional garments submitted by exhibitors, showing the indispensable relationship between function and urban lifestyle.
25 years of Intertextile

The fair marked its 25th anniversary with a series of special events, a diverse fringe programme and enhanced business matching services, keeping genuine international connection at its core.

“We’ve been exhibiting here for 15 years now. We’ve had many buyers come to our booth this edition. This is the best platform to access the Chinese market, but it’s also a very international fair. Many companies exhibit here, so it brings the global industry together.”

Mr Kiichiro Kobayashi, Manager, Fibres & Textiles Marketing Dept, Asahi Kasei Corporation, Japan

“Being here gives us a wider idea of the products available in the market, the latest technologies, as well as sustainable options. The buyers in our group were very impressed with the fair’s size and range. This fair is the best a garment manufacturer can attend.”

Ms Rosette Carrillo, Associate Director, Confederation of Wearable Exporters of the Philippines, Philippines

Intertextile Shanghai Apparel Fabrics – Spring Edition 2020

Date: 11 – 13 March 2020 (Wed – Fri)
Opening hours: 09:00 – 18:00
Venue: National Exhibition and Convention Center (Shanghai)
Admission: For trade visitors aged 18 or above only

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