

# intertextile

SHANGHAI apparel fabrics

中国国际纺织面料及辅料(秋冬)博览会  
China International Trade Fair for Apparel Fabrics and Accessories – Autumn Edition



25 – 27.9.2019

National Exhibition and  
Convention Center (Shanghai), China



messe frankfurt

# Fashions come and go, but potential is always at Intertextile

Market trends and climates are fluid with time, but Intertextile Shanghai will always offer opportunities for you to maximise business exposure, meet your future global partners and receive onsite orders. **Join the 25<sup>th</sup> Autumn Edition of Intertextile Shanghai Apparel Fabrics: your apparel textile flagship.**



**4,480 exhibitors** from **33 countries & regions** joined the 2018 Autumn Edition...



...they met with over **78,000 buyers** from **103 countries & regions**

## 25 years of... new business encounters



### Buyer nature

Garment manufacturers	Fashion brand buyers	Private labels
Buying offices	Online stores / e-Commerce buyers	Trading companies
Import & export corporations	Wholesalers	Retailers / Department stores / Chain stores
Fashion designers	Agents	

and more...

Over 80% of Intertextile Apparel's visitors are decision makers for sourcing.

### Fashion brands A – Z

**Overseas:** Bestseller, Brooks Brothers, C&A, Dewhirst, E-Land, H&M, Hugo Boss, Jack Jones, JCPenney, Levi Strauss & Co., Marks & Spencer, Nike, Skechers, Target, Tom Tailor and more

**Domestic:** Aimer, Anta, Cabbeen, Carrefour, China Ting, Cosmo Lady, Dishang, Eve Group, Goodbaby, Joeone, Lilanz, Ordifen, Saint Angelo, Sanfo, Semir, Trendy International Group, Tries, Urban Revivo, Yeliya and more

### Internationalism

#### Top 10 visitor countries & regions in 2018

Bangladesh	Hong Kong	India	Indonesia	Italy
Japan	Korea	Russia	Taiwan	USA

Chinese buyers from major provinces include **Zhejiang, Jiangsu, Fujian, Shandong** and **Guangdong**, which house over 80% of China's garment manufacturing.

### Concurrent events

Upstream and downstream, from yarn to fabrics to garments, meet the whole apparel supply chain here.

**yarnexpo**



**CHIC 2019**  
SEPTEMBER  
EDITION





## 25 years of... strategic locations

### Showcase your best collections in product categories

Cotton, Wool, Silk, Linen / Ramie, Man-made, Knitted, Functional, Lace & Embroidery, Yarns & Fibres, Pattern Design, Denim, Digital print, Digital printing solutions, Accessories, Trend publications and more

### Exhibit amongst industry peers

2018 exhibitors:

3M, Albini, American & Efird, Avery Dennison, Chargeurs Interlining, Cotton Council International, Digitex, Dormeuil, Drago, Dupont, Esquel, Freudenberg & Vilene, Holland & Sherry, Hyosung, Ideal Fastener, INVISTA, Kufner, Lenzing, Liberty, Loro Piana, Marzotto Group, Orta Anadolu, Preciosa, Soktas, Successori Reda, Suedwolle Group, Taekwang, Tessilbiella, Toray, Toyobo, Unifi, Vitale Barberis Canonico, Woolmark and more...

### Meet your target buyers in product zones

#### Country & region pavilions / zones:

highlighting the unique qualities of overseas countries & regions



#### Accessories Vision: all kinds of fashion and garment accessories



#### All About Sustainability: eco-textile innovations and testing companies



#### Beyond Denim: fibres, fabrics and accessories, dyeing, laundry, coating and finishing suppliers



#### Digital Printing Zone: digital print fabrics and technologies



#### Functional Lab: high-performance functional fibres, fabrics, accessories and textile innovations



#### Premium Wool Zone: high-end wool, cashmere and mohair



#### SalonEurope: exclusively for European exhibitors



#### Verve for Design: original prints from worldwide design houses





## 25 years of... brand exposure

### Fringe programme

Take part in the fringe programme to display on-trend collections, present new ideas and find your next audience.

#### Intertextile *Directions* Trend Forum



#### Seminars and product presentations



#### Panel discussions



#### China International Fabrics Competitions



### Business Matching Programme

Each edition of Intertextile Apparel brings new VIP buyers and delegations from emerging Asian countries & regions with strong sourcing demands. Join the Business Matching Programme to schedule meetings with high-quality buyers.





## 25 years of... global recognition

Intertextile Apparel's database coverage shares the most exciting fair highlights with its reputable global network. Visitors worldwide read about highlighted products ahead of time, to decide in advance who they want to meet with. For the chance to maximise business exposure with targeted buyers before the fair even opens, share promotional information about your latest collections.

- Press releases
- Pre-show & onsite advertising
- e-Newsletters to buyers
- Personalised e-invitation cards



Advertisements  
& Press releases

**75+**  
overseas media

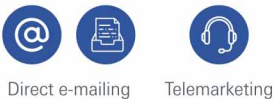
### Overseas

(90+ countries and regions)

**130,000+**

Trade visitors

Direct marketing



Direct e-mailing    Telemarketing

Online marketing



Social media

Advertisements  
& Press releases

**95+**  
Chinese media

### Chinese

(26+ regions)

**310,000+**

Trade visitors

Direct marketing



SMS Broadcasts    Direct e-mailing    Telemarketing

## 2019 show schedule

Secure your booth  
and begin preparations



March –  
May 2019

June 2019

Final payment  
deadline

Fringe programme application  
Submit product promotional  
information to organiser



July 2019

August  
2019

Booth allocation  
Logistic arrangements  
Business matching  
programme begins

**Show opens**



25 – 27  
September  
2019



## Fair facts

2019 Autumn Edition  
25 – 27 September 2019

Venue	National Exhibition and Convention Center (Shanghai), China
Admission	Free-of-charge. Trade visitors only. Persons under 18 will not be admitted.
Organisers	Messe Frankfurt (HK) Ltd The Sub-Council of Textile Industry, CCPIT China Textile Information Center (CTIC)
Sponsor	China National Textile & Apparel Council

### Contact us now to discuss the best way to promote your business

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