

# 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



2020 Show Review



messe frankfurt

# Regardless of travel restrictions, business momentum stayed strong this autumn edition

Buyers were eager to visit the fair since most global apparel textile shows were cancelled in 2020. In the textile market, where products should be seen and felt up close, visitors appreciated the chance to comprehensively source for their needs in-person.

Meanwhile, exhibitors experienced a strong demand for their products from quality buyers, making up for lost business earlier in the year. There was an increase of quality buyers with higher sourcing authority and genuine sourcing needs.



Nearly **3,400** exhibitors from **20** countries and regions

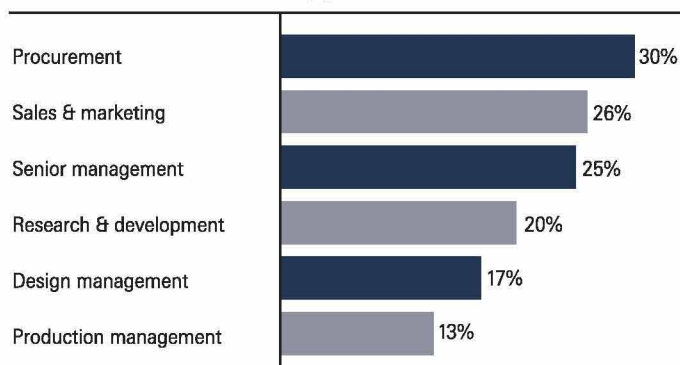


**73,500+** visitors

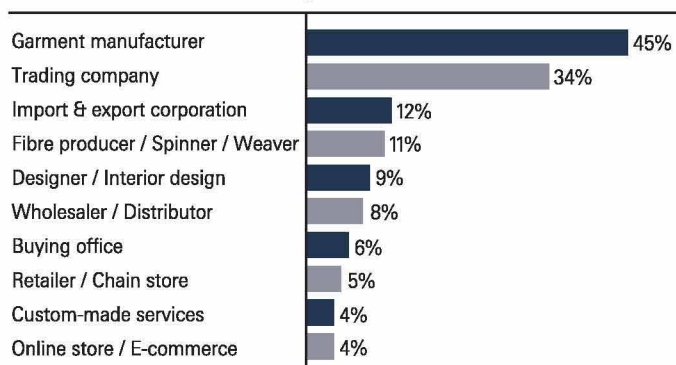


**8** halls across **200,000** sqm

## Breakdown of visitors by job function\*



## Breakdown of visitors by nature of business\*



\*Total percentage is over 100 due to multiple selections.





# Domestic brand buyers attending the fair

## Domestic

Balabala

CHINA TING GROUP  
華鼎集團

迪尚  
DISHANG

DONGXIANG

EEKA  
FASHION  
贏家時尚

ELAND CHINA  
中國金鷹

EP 維登  
ELEGANT PROSPER

ERAL·艾萊依

EVE de UOMO

GIUSEPPE

ihodo  
红豆居家

HONRN

KANIN KONGE  
— 兔皇 —

LI-NING

Marisfrolg

papa

PEACEBIRD

Purcotton 全棉时代

森馬  
Semir

SINOER  
希努尔男装

TOREAD

X 特步

雅鹿

YIFINI 易菲

YINER 音儿®

YISHION 以纯

雅戈尔  
YOUNGOR

and more...

## What's NEW this year – Connect PLUS

With travel restrictions still in effect in many countries and regions, Intertextile was held in a hybrid format which enabled exhibitors to connect with buyers effortlessly through Connect PLUS – the fair's brand new online business matching tool. With instant messaging and video call functions to schedule and hold online meetings, Connect PLUS is available before, during and after the fair to connect global exhibitors and buyers, and help them unlock further business opportunities beyond the three show days.

**Over 240 virtual meetings** were arranged during the fair through Connect PLUS and the VIP business matching programme.



# Specific product zones helped exhibitors meet the right target buyers

Chinese branch offices, agents and local representatives of international companies participated at the fair, offering a comprehensive range of products to meet the different sourcing needs of buyers.

**Accessories Vision**



**All About Sustainability**



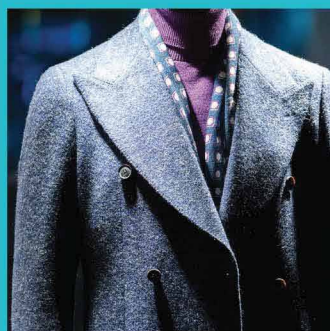
**Beyond Denim**



**Functional Lab**



**Premium Wool Zone**



**SalonEurope**



**Verve for Design**



## Hybrid Showcase **NEW**

In light of COVID-19, exhibitors participating in the hybrid format of Intertextile – online and onsite – made their first debut at the fair's new Hybrid Showcase area. Despite not being able to join the fair in-person, hybrid exhibitors displayed their products onsite to attract potential buyers. Complemented by the Intertextile mobile app and the online business matching platform, Connect PLUS, hybrid exhibitors could seamlessly connect with onsite visitors and online buyers.





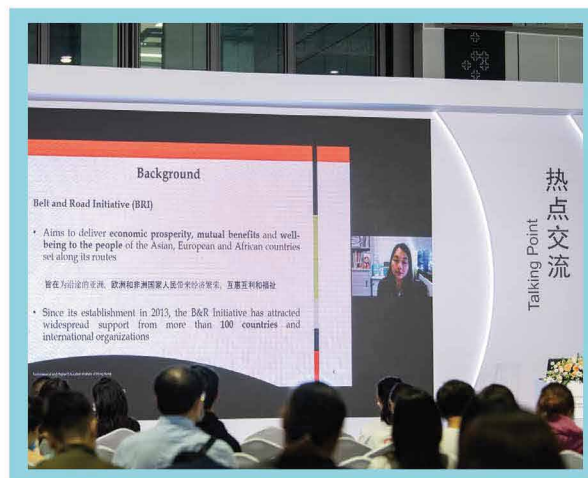
# Fringe programme

A total of 31 seminars and 6 themed forums were held, with speakers consisting of both overseas and domestic exhibitors and sharing their insights.

More than 19,000 participants attended the seminars and forums through live-streaming platforms.

## Events highlights

Responding to the pandemic, a forum analysing the current industry situation and innovation to combat COVID-19 was launched. Overseas speakers who could not visit the fair in-person, participated in the forum via pre-recorded presentations.



Product presentations unveiled the latest technologies and applications, as well as an analysis on sustainable fashion. German chemical producer BASF launched its PolyTHF™ solution and Freeflex™ fibre for applying to apparel and shoes and providing better consumer experience; and Eastman Chemical Company from the US shared its study on sustainable fashion and womenswear, so that brands can build business strategies fulfilling consumer needs.

## Visitor testimonial

"At the moment, we urgently need to source one kind of functional fabric so I sorted through the exhibitors I wanted to meet on the fair website in advance. I'm very thrilled to have found the breathable fabrics I needed today at the Toray booth in the Hybrid Showcase area. The new online + offline exhibition format conforms to the current trend of digital development and reduces communication barriers between companies and customers."

***Ms Elaine Miao, Asia Pacific Purchasing Manager, Sportboleh Sdn. Bhd, Malaysia***

"Every year I attend this fair because our suppliers are here. I can meet several suppliers and review their samples at the same time which is very convenient. This year I'm also looking for new potential suppliers for women's apparel and I've met about 10 suitable suppliers which I'm satisfied with. I think it is very helpful to be able to touch and feel the fabrics physically at this fair, compared to online, where you can only watch videos."

***Mr B.S Kim, Managing Director, HTI America Corp, USA***

## Exhibitor testimonial

"Intertextile has always been an excellent gateway to reach our target clients. As for international customers, though many cannot travel, we are presenting our products virtually and hope to engage in successful conversations in the future. This year, we used Connect PLUS and the other digital services which have given us some extra leads and enquires. We will continue to explore this tool and use it to connect with international businesses."

***Mr Steven Stewart, Vice President – Apparel Asia, The LYCRA Company, USA***

"The fair opening as scheduled means a lot for the industry as it's a crucial platform for textile businesses. Despite the pandemic, many renowned denim suppliers for example are gathered at the fair. Face-to-face interaction is the bread and butter for any business and to be able to be here at the fair, reconnecting with the industry is extremely valuable and important to us."

***Dr Bei Hu, Vice President, Business Management, Greater China, BASF, Germany***

### Intertextile Shanghai Apparel Fabrics – Spring Edition 2021

Date: 10 – 12 March 2021 (Wed – Fri)

Opening hours: 09:00 – 18:00

Venue: National Exhibition and Convention Center (Shanghai)

Admission: For trade visitors aged 18 or above only

**[www.intertextileapparel.com](http://www.intertextileapparel.com)**

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