

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



23 – 25.9.2020

National Exhibition and
Convention Center (Shanghai), China



messe frankfurt

Join the apparel textile flagship!

China's 1.3 billion population constitutes a huge market for garments that is growing year by year. According to Euromonitor, China's adult garment market was worth around USD 224 billion in 2018, an increase of 7.8% year-on-year, and its market value is expected to reach USD 246 billion by 2020.

Increasing taste for luxury, quality and sustainable textiles; growing demand for custom-made clothing; an uprising trend of strategic partnerships formed to develop functional garments – all of these trends in China create enormous business opportunities for you.



4,422 exhibitors from
33 countries & regions



89,662 visitors from
128 countries & regions

Figures from 2019 Autumn Edition

Understand more about Intertextile visitors



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 and more.

Who are they?

Where do they come from?



Why are they important?



- **Over 70%** are decision makers for real sourcing
- **Over 50%** are in senior management or procurement positions who place orders
- **Nearly 50%** are in design management and R&D positions who look for new inspiration for solutions or collections

Top 10 countries / regions:

- China (major provinces include Zhejiang, Jiangsu, Fujian, Shandong and Guangdong, which house **over 80%** of China's garment manufacturers)
- Hong Kong
- Korea
- India
- Japan
- Taiwan
- USA
- Russia
- Indonesia
- Bangladesh

One global platform for all product groups

Cotton	Wool	Silk	Linen / ramie	Man-made
Knitted	Functional	Lace & embroidery	Pattern design	Denim
Digital print	Yarns & fibres	Accessories	Trend forecasters	

and more...

Strategic zones to efficiently match you with the right targets

Country & region pavilions / zones:

highlighting the country / region's unique qualities



Accessories Vision: all kinds of garment and fashion accessories



All About Sustainability: eco-friendly textiles and environment-related technologies, solutions and certification companies



Beyond Denim: denim fibres, fabrics and accessories, as well as dyeing, laundry, coating and finishing suppliers



Digital Printing Zone: digital printing textiles and solution providers



Functional Lab: functional textiles and innovation for athleisure, sportswear, functional lingerie and more



Premium Wool Zone: luxurious wool, cashmere and mohair



SalonEurope: exclusively for European suppliers



Verve for Design: print design studios



Comprehensive fringe programme to increase your product exposure

Intertextile *Directions* Trend Forum – submit your collection to inspire buyers with the latest trends



FASHIONSUSTAIN conference – appeal to buyers with your valuable insights on hot sustainability issues and meet industry peers for networking opportunities



Panel discussions – discuss trending market topics and interact with your target audience



Seminars and product presentations – share your expertise with apparel professionals and establish new business contacts



Beyond Denim Forum – showcase your denim products and gain additional exposure



Onsite activities – business matching programme

We coordinate with VIP buyers from overseas and Chinese brands as well as buyer delegations who have real sourcing needs from markets such as India, Malaysia, Philippines, Russia, Thailand, Vietnam and more. Exhibitors can also pre-arrange onsite meetings with our registered buyers online.



Utilise our strong buyer and media network and enjoy a wide variety of promotion opportunities

- Press coverage
- e-newsletters
- Social media exposure
- Sponsorship marketing
- Digital services
- Onsite press centre



Advertisements
& Press releases

80+
overseas media

Overseas

(90+ countries and regions)

140,000+

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

Pre-show schedule

Secure your booth by
submitting your
application

March – May 2020

June 2020

Final payment deadline,
fringe programme
application

Submit product
promotional
information

July 2020

August 2020

Booth allocation,
logistic arrangements,
business matching
programme starts

Show starts

23 – 25 September 2020

inter textile

Fair facts

Date	23 – 25 September 2020
Venue	National Exhibition and Convention Center (Shanghai), China
Admission	Free admission. 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

Messe Frankfurt (HK) Ltd
Ms Maggie Tse / Mr Jacky Pan / Ms Iki Lo /
Ms Joey Chiu / Ms Rainbow Siu
Tel: +852 2238 9963 / 9999 / 9991 / 9983 / 9952
Fax: +852 2598 8771
Email: textile@hongkong.messefrankfurt.com

Concurrent events

yarnexpo

CHIC 2020
SEPTEMBER EDITION



Stay connected



www.intertextileapparel.com