

# Online Promotional Channels

May 2021

Intertextile Team



- A. **Connect PLUS – Additional Advertising Opportunities**
- B. **Mobile App**
- C. **E-newsletter/ eDM**
- D. **Social Media**
  - i. Facebook
  - ii. Instagram
  - iii. LinkedIn
  - iv. Twitter
  - v. Wechat
- E. **Press Releases**
- F. **Website – Market information**
- G. **Livestreaming/ Webinars**

Connect PLUS

# ADDITIONAL ADVERTISING OPPORTUNITIES

## Introducing the powerful Online & Onsite matchmaking platform - Connect PLUS

*Connect PLUS is Intertextile's buyer-supplier matching system dedicated to help Intertextile attendees to overcome sourcing obstacles due to travel restriction and plan well for their time at the 3-days exhibition by previewing target suppliers/buyers' profile and pre-scheduling onsite or online meetings efficiently.*

*This is a free service to confirmed and full paid exhibitors.*

*Online date: 3-week before and after the fair*



### CONNECT

and sort your target buyers / suppliers by company, country, business title or product interests.

### SCHEDULE

Conveniently keeps schedules of visitors all-in-one place with functionalities of notifications and reminders



zoom



### MEETING

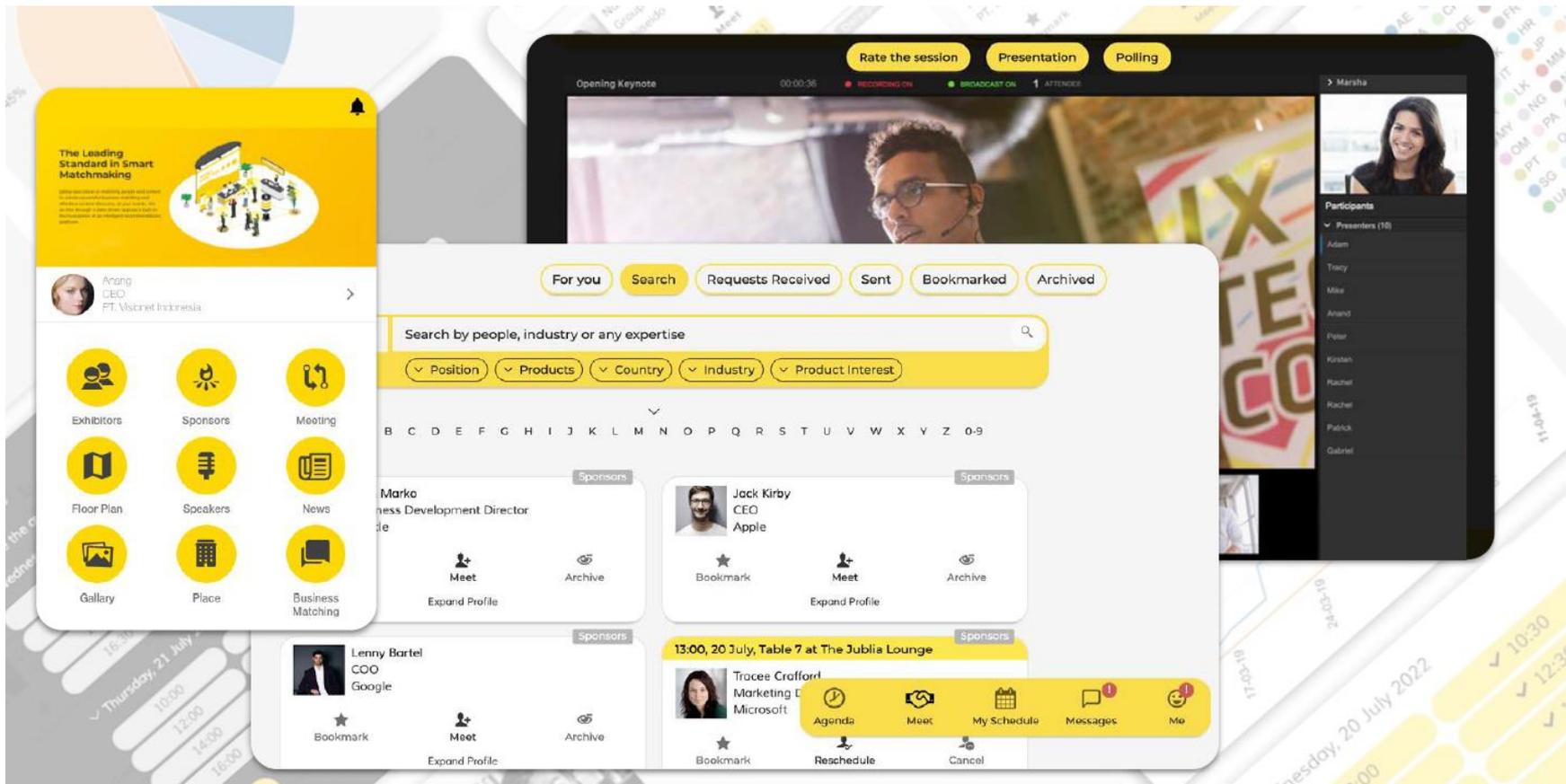
Conduct **video meeting** or **onsite meeting** upon your availability

### LIVE CHAT

No need to download any extra software and works across both web and mobile with chat and exchange e-name card functionalities



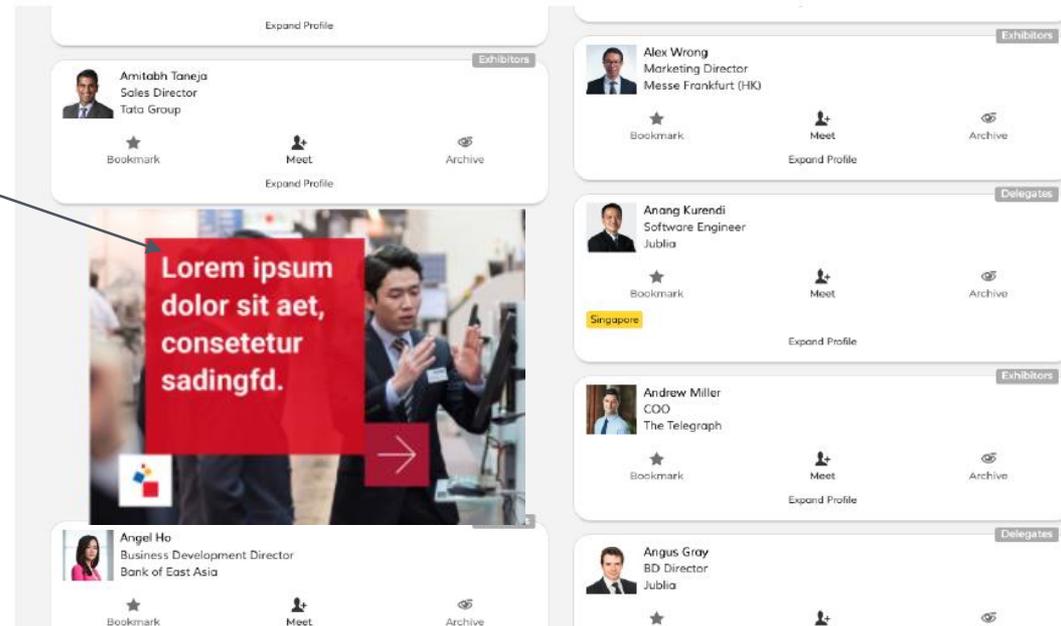
# Connect PLUS - Additional advertising opportunities



## Connect PLUS - Additional advertising opportunities

### Exclusive Banner advertisement USD1,500

- Square banners within the attendee list when a user scrolls (every 7-8 profile will appear 1 banner ad)
- Hyperlink to your designated website
- All artwork and materials will be provided by exhibitor (500 \* 350 pixels)

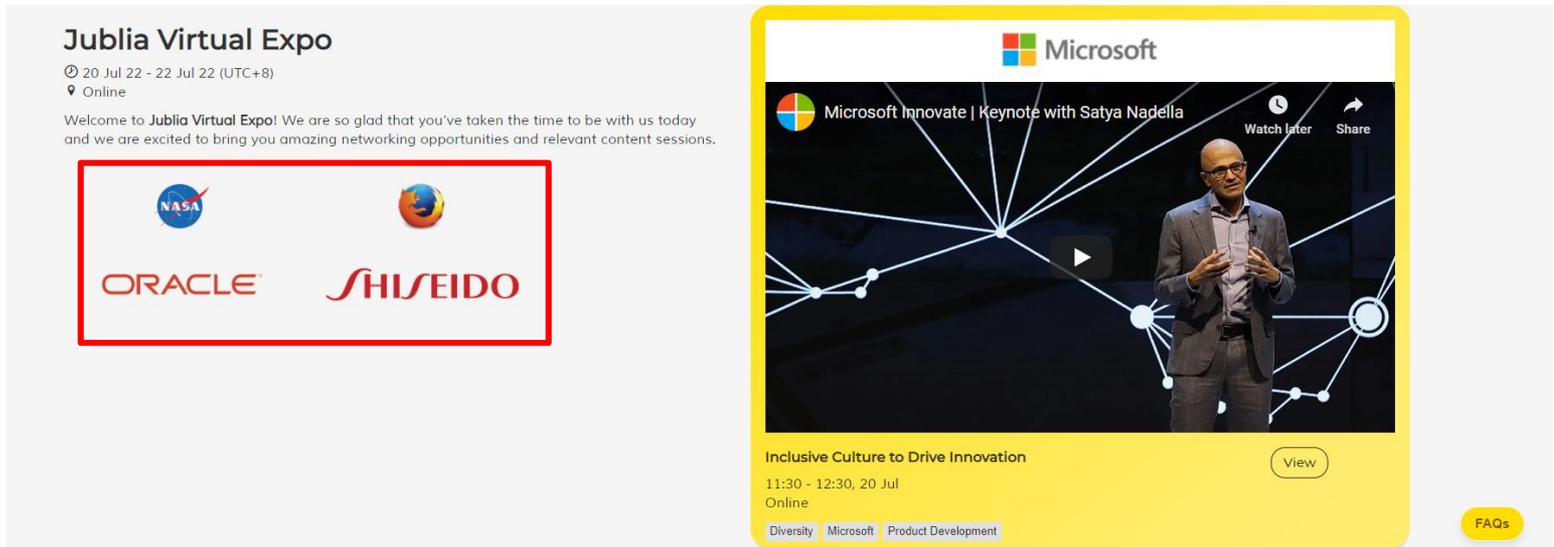


## Connect PLUS - Additional advertising opportunities

### Logo ad at Explore page

**USD1,000 (Availability: 6 spots, logo position by alphabetical order)**

- Hyperlink to your designated website or virtual booth section with up-ranking
- All artwork and materials will be provided by exhibitor (500 \* 350 pixels)



**Jublia Virtual Expo**  
© 20 Jul 22 - 22 Jul 22 (UTC+8)  
📍 Online

Welcome to **Jublia Virtual Expo!** We are so glad that you've taken the time to be with us today and we are excited to bring you amazing networking opportunities and relevant content sessions.



NASA ORACLE SHISEIDO

Microsoft

Microsoft Innovate | Keynote with Satya Nadella

Watch later Share

Inclusive Culture to Drive Innovation

11:30 - 12:30, 20 Jul  
Online

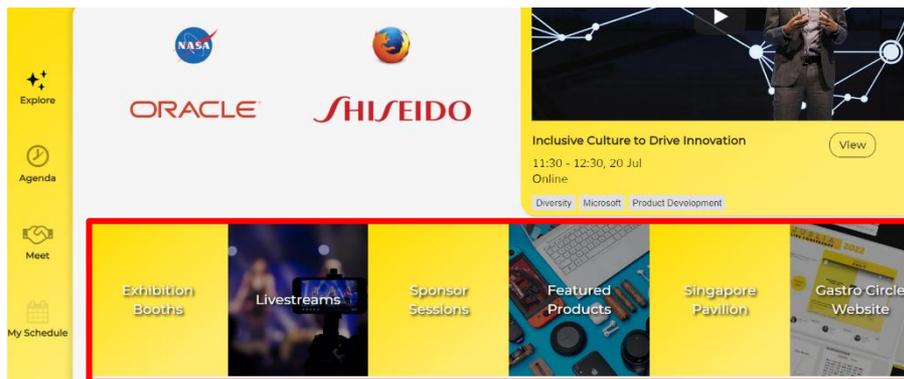
Diversity Microsoft Product Development

FAQs

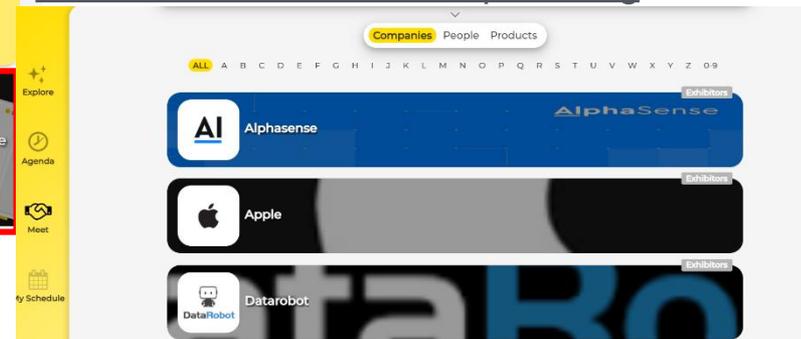
## Connect PLUS - Additional advertising opportunities

**Shortcut at Explore page  
USD1,000 (availability : 3 spots)**

- Redirect to your designated website or virtual booth section with up-ranking



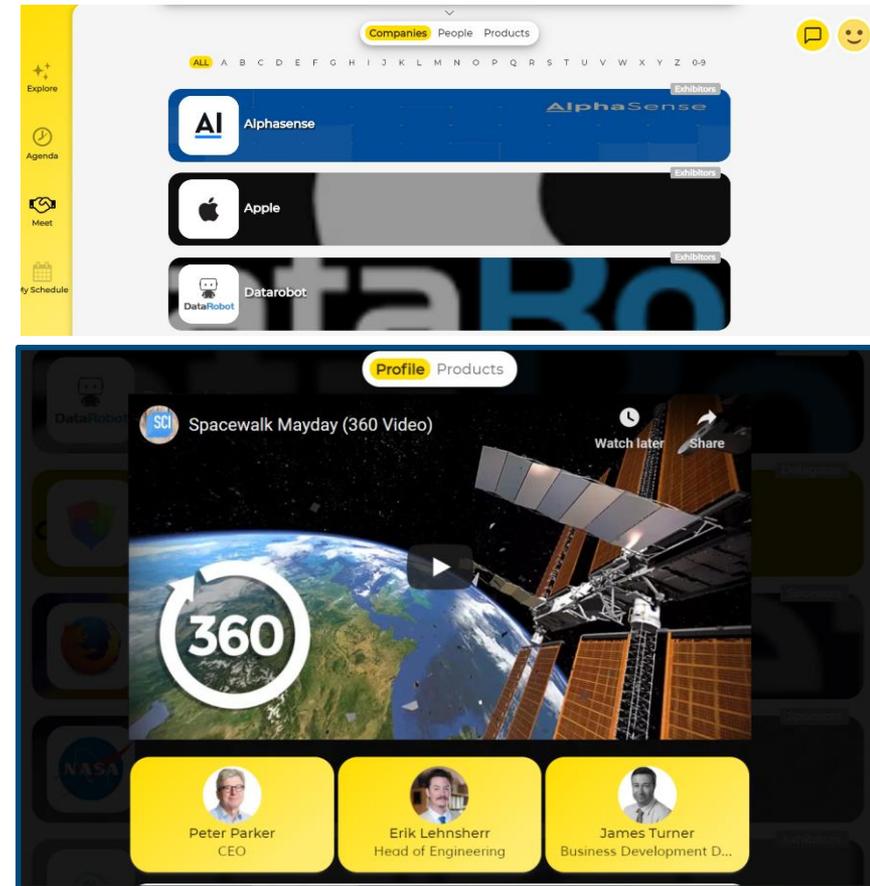
Virtual booth section with up-ranking



## Connect PLUS - Additional advertising opportunities

### Upgrade to Connect PLUS Pro account USD150/company

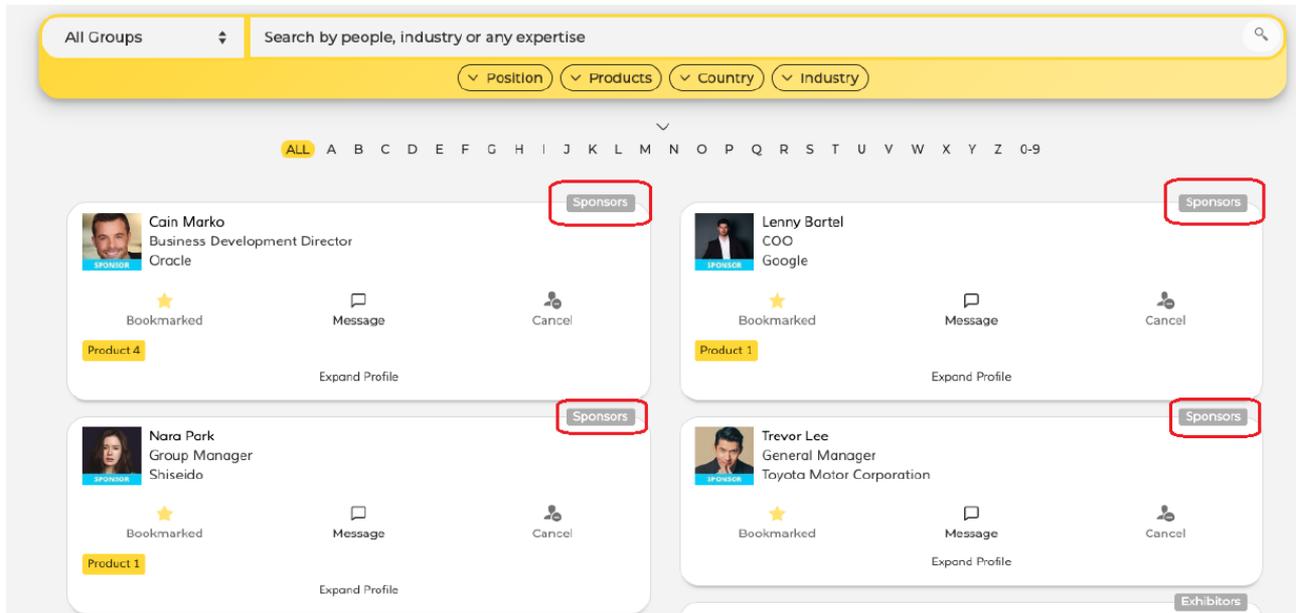
1. Virtual booth with extra exposure under “Companies” section
2. Add up to **5 sales representatives contacts** under your company account to arrange and handle meetings with buyers
3. Self upload and edit company profile (1 banner, company description, **10 product pictures and 2 video**) anytime anywhere
4. Unlimited meeting requests to buyers



## Connect PLUS - Additional advertising opportunities

### Profile up-ranking / featured profiles USD100/company

- You'll be on the top of the contact list (by alphabetical order)



The screenshot displays the Intertextile Connect PLUS interface. At the top, there is a search bar with the text "Search by people, industry or any expertise" and a search icon. Below the search bar are filters for "Position", "Products", "Country", and "Industry". A navigation bar shows "ALL" and letters A through Z, along with "0-9". The main content area displays four profile cards, each with a "Sponsors" label in a red box. The profiles are:

- Cain Marko**, Business Development Director at Oracle. Profile includes "Bookmarked", "Message", "Cancel", "Product 4", and "Expand Profile" buttons.
- Lenny Bartel**, COO at Google. Profile includes "Bookmarked", "Message", "Cancel", "Product 1", and "Expand Profile" buttons.
- Nara Park**, Group Manager at Shiseido. Profile includes "Bookmarked", "Message", "Cancel", "Product 1", and "Expand Profile" buttons.
- Trevor Lee**, General Manager at Toyota Motor Corporation. Profile includes "Bookmarked", "Message", "Cancel", "Expand Profile", and "Exhibitors" buttons.

## Connect PLUS - Additional advertising opportunities

### “Recommend exhibitor list” push to buyers based on your product offer

- Customized recommendation email, ordered by exhibitor type based on the data structured
- Frequency: 3 times
- Price: USD2,000, please contact [Maggie.tse@Hongkong.messefrankfurt.com](mailto:Maggie.tse@Hongkong.messefrankfurt.com) for more details

Dear Sherly 22,

Sustainability Business Connect has matched you with exhibitors based on your **sector** and **product** selections. Choose exhibitors you want to meet at the show then arrange a meeting with our intuitive scheduling platform.

### Meet your recommended exhibitors



**Khalifa University at Stand A411 - Exhibitor**

United Arab Emirates  
Ahmed Al-Azawi, Marketing

Product Category: PV applications consulting ser...

Meet



**BMC Abu Dhabi LLC at Stand 4000 - Exhibitor**

United Arab Emirates  
Fabian Beermann, Customer Service Representative

Product Category: Industrial water solutions Water transmission & Distribut... Desalination solutions: RO, Th... Water storage tanks, reservoir...

Meet



**Akvo Atmospheric Water Systems Pvt. Ltd at Stand 3351 - Exhibitor**

India  
Navkaran Singh Bagga, Founder & CEO

Product Category: Air-to-water convertors

Meet



**Growatt New Energy at Stand 8340 - Exhibitor**

China  
Vincent Liang, Sales manager

Product Category: Modules/Panels

Meet

# MOBILE APPLICATION

## Mobile App

- Over 30,000 professional industry users
- All-in-one platform to connect buyers in Intertextile database
- In-app instant messenger available for easier connection
- Deliver product information proactively via Business moments (My posts)



# E-NEWSLETTER/ EDM

INFO SUBMISSION:

[HTTP://INTERTEXTILEAPPAREL.HK.MIKECRM.COM/YPG5F9H](http://intertextileapparel.hk.mikecrm.com/ypg5f9h)

# E-newsletter/ eDM

- Database: ~79k (visitors)
- 1. Pre-show promotion:  
Format: Base on topics

## Something big at Functional Lab



### HeiQ Materials AG, Switzerland

Presenting the company's HeiQ Viroblock NPJ03, an intelligent Swiss textile technology that is added to the fabric during the final stage of the textile manufacturing process. It has been tested effective 99.99% in 30 minutes against SARS-CoV-2, the COVID-19 causing virus. It is certified as safe and sustainable as all its ingredients are cosmetic grade, bio-based (72% bio-based carbon) and recycled. Click [here](#) for more details.



### Microban International Ltd, USA

Microban and AEGIS technologies help prevent the growth of unpleasant odors in garments, footwear, socks, mattresses, pillows, and other textiles and foams. Users in countless consumer and commercial applications can enjoy continuous enhanced freshness without worrying about foul odors or deterioration. Click [here](#) to learn about Microban's latest developments and offerings.

# E-newsletter/ eDM

## 2. Individual eDM/ tailor-made eDM

- Format: product/ service oriented
- Extra cost induced

messe frankfurt

intertextile  
SHANGHAI apparel fabrics

23 - 25 September 2020  
National Exhibition and  
Convention Center (Shanghai)

Meet with our  
largest Group  
Pavilions

What's new from The LYCRA  
Company, DuPont and more

Meet with our largest Group Pavilions and connect with them now via Connect PLUS! Also, here to learn about the latest industry updates, trends and opportunities.

**Our topics for you:**

- The LYCRA Company
- The DuPont Pavilion
- Connect PLUS – our digital tool for apparel
- Livestream product presentation

**The LYCRA Company**

Discover The LYCRA Company's latest innovation:

- **LYCRA® Anti-Slip fibre** – newest fibre solution for denim seam slippage
- **LYCRA® MyFit™ fibre** – enables garment a wider fit range without sacrificing comfort, which helps reduce stock keeping unit and product returns
- **LYCRA® FitSense™ technology** – a breakthrough innovation of water-based dispersion that includes the same molecule as LYCRA® fibre, adding lightweight power, targeted compression and comfortable support by printing on garments
- **The LYCRA Company Planet Agenda** updates and new **EcoMade** offerings
- A fabric gallery of around 1,000 swatches for buyers' sourcing

Want more insight? Bookmark The LYCRA Company's [daily video streaming](#) during Intertextile to discover new opportunities.

## E-newsletter/ eDM

### 3. Onsite promotion:

- Stand mentioning
- Products exposure
- Brand exposure

### Exhibitor spotlights



#### **German Pavilion (hall 5.1)**

The German Pavilion demonstrates their unique strength in textile, covering fabrics (fine wool, print fabrics), adhesives, chemicals and testing certifiers. Joining the pavilion for the first time is:

#### **Henkel (China) Investment Co Ltd (5.1-G37) NEW**

Henkel Group was founded in 1876 and is a leader in adhesive technologies, beauty care, and laundry & home care markets with outstanding innovation, advanced technologies and global coverage. Their brand portfolio includes reputable names such as: Loctite, Technomelt and Aquence.



#### **Fine Japan Zone (hall 5.1)**

This zone consists of quality exhibitors who demonstrate their strong originality in Japanese designs and advanced development of both natural and polyester fibres. Many of them accept small quantity orders starting from one metre and handle stock orders with quick deliveries.

#### **Kondo Cotton Spinning Co Ltd (5.1-D73)**

They are a vertical manufacturer specialising in spinning, apparel and retail. Their yarn factory has over 100 years' experience and know-how on yarns. Taking advantage of spinning and apparel production, they created their own t-shirt brand called 'Laundry' which has 40 shops throughout Japan.

# SOCIAL MEDIA

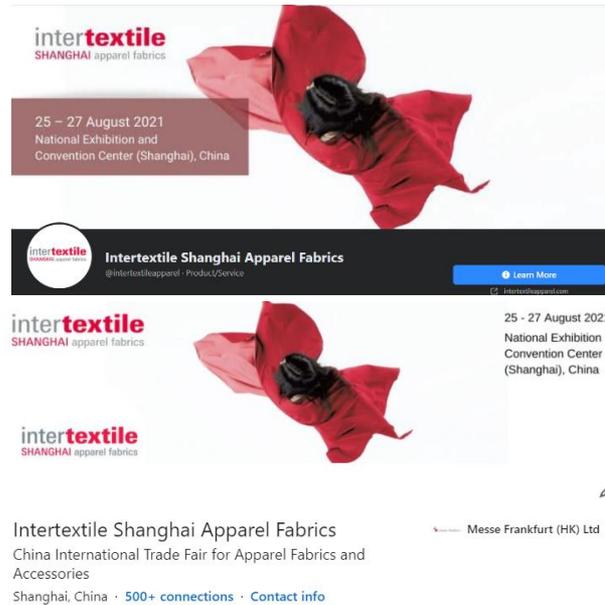
INFO SUBMISSION :

[HTTP://INTERTEXTILEAPPAREL.HK.MIKECRM.COM/YPG5F9H](http://intertextileapparel.hk.mikecrm.com/ypg5f9h)

# Social Media

- Total followers:  
**Over 14,000**

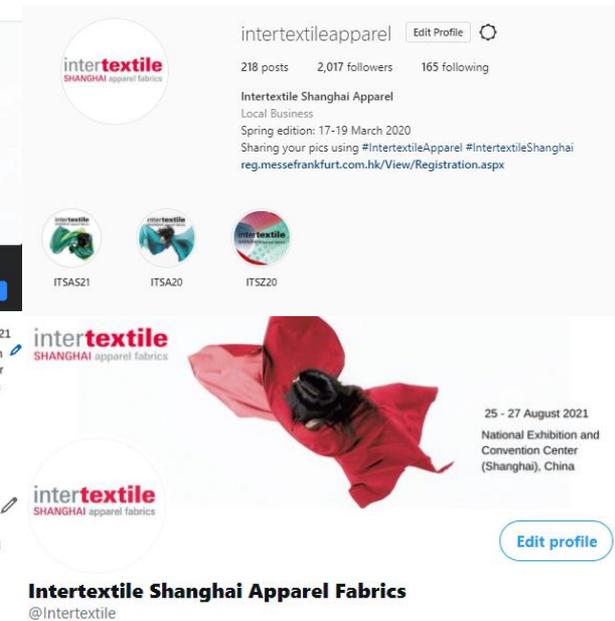
## Facebook Page



Facebook page for Intertextile Shanghai Apparel Fabrics. The page features a cover photo of a person in a red garment. The profile picture is the Intertextile Shanghai Apparel Fabrics logo. The bio reads: "Intertextile Shanghai Apparel Fabrics @intertextileapparel - Product/Service". The page is managed by Messe Frankfurt (HK) Ltd. The page description includes: "Intertextile Shanghai Apparel Fabrics China International Trade Fair for Apparel Fabrics and Accessories Shanghai, China · 500+ connections · Contact info".

## LinkedIn

## Instagram



Instagram profile for intertextileapparel. The profile picture is the Intertextile Shanghai Apparel Fabrics logo. The bio reads: "Intertextile Shanghai Apparel Local Business Spring edition: 17-19 March 2020 Sharing your pics using #IntertextileApparel #IntertextileShanghai reg.messefrankfurt.com.hk/View/Registration.aspx". The page shows 218 posts, 2,017 followers, and 165 following. The page is managed by Messe Frankfurt (HK) Ltd. The page description includes: "Intertextile Shanghai Apparel Fabrics @Intertextile".

## Twitter

As of 6 May 2021

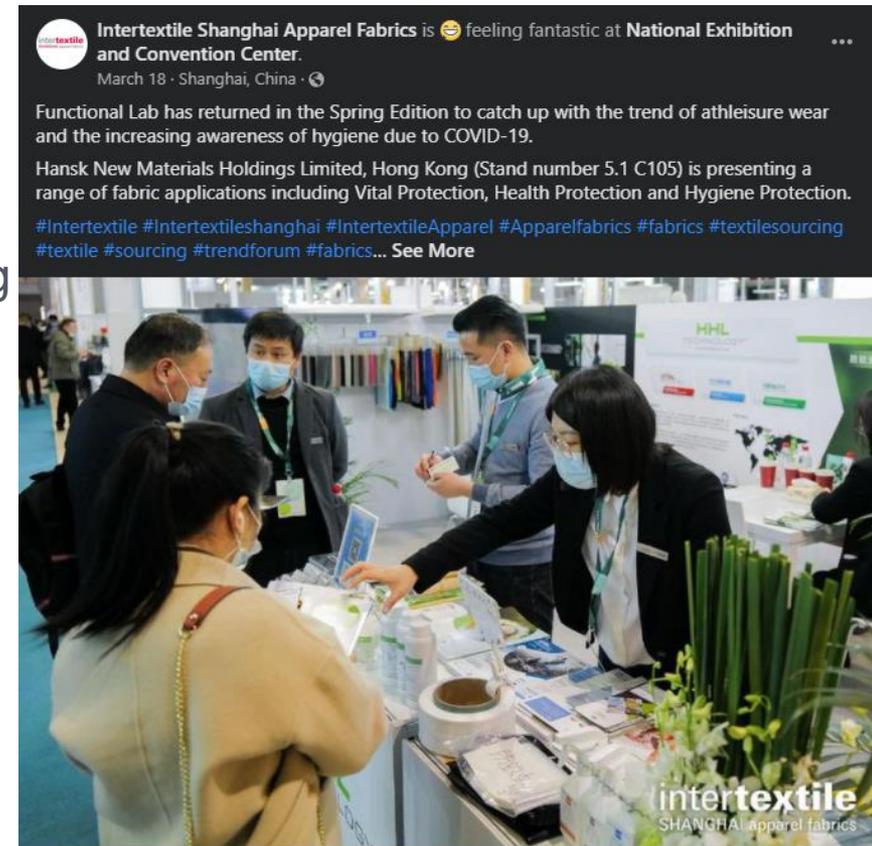
**Social Media**

# **FACEBOOK PAGE**

## Facebook Page

1. Pre-show promotion:
  - Base on topics and eDM info
  - + Products exposure/ brand mentioning
2. Onsite promotion:
  - Stand location
  - Product exposure
  - Event reminder

<https://www.facebook.com/intertextileapparel>



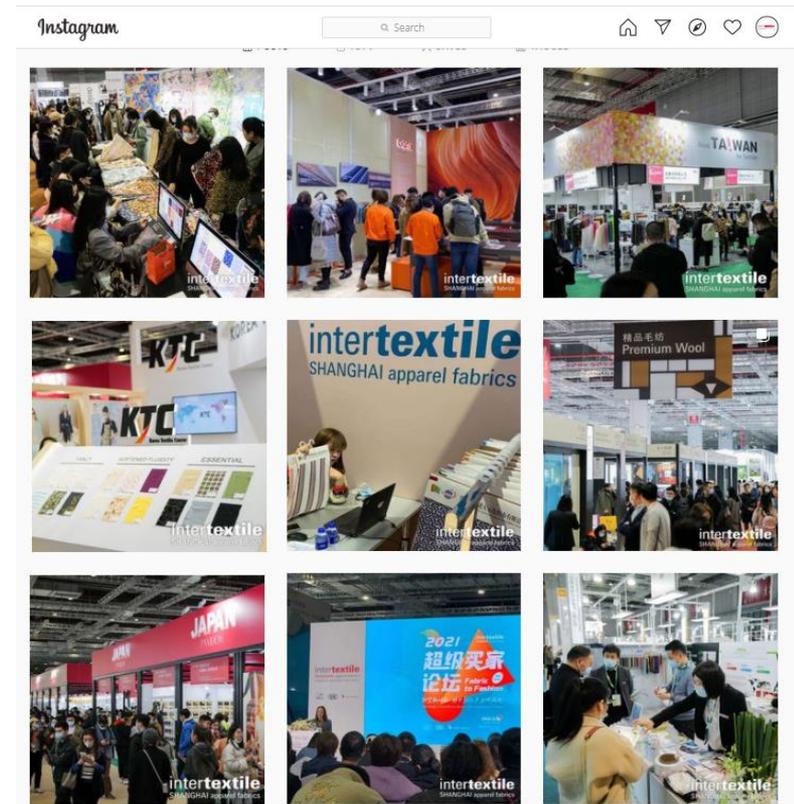
**Social Media**

**INSTAGRAM**

## Instagram + story highlights

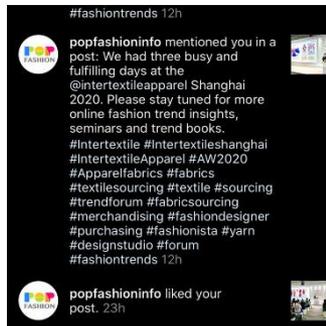
- More casual, individual post available
1. Pre-show promotion:
    - Base on topics and eDM info
  - + Products exposure/ brand mentioning
  2. Onsite promotion:
    - Stand location
    - Product exposure
    - Event reminder

<https://www.instagram.com/intertextileapparel/>



# Instagram interaction

- Hashtags and mentioning
- Win-win brand exposure



**Social Media**

**LINKEDIN**

## LinkedIn

- Bilingual
- Business matching oriented(more BtoB)

### 1. Pre-show promotion

- + New product/ business/ service launch
- + Market information soft-sell

### 2. Onsite promotion:

- Stand location
- Product exposure
- Event reminder

Activity See all

4,295 followers [Manage followers](#)



Thank you and Connect PLUS continues to serve! Click the link below to sign up no...

Intertextile shared this  
1 Reaction



All About Sustainability zone continues exposure in Intertextile...

Intertextile shared this  
1 Reaction



Meet our exhibitors in Taiwan Pavilion! Find them on Connect PLUS for more...

Intertextile shared this



Meet our group pavilions! #Intertextile #Intertextileshanghai...

Intertextile shared this  
3 Reactions

<http://linkedin.com/company/intertextile-shanghai-apparel-fabrics>

**Social Media**

**TWITTER**

## Twitter

- Mainly call for action message
1. Pre-show promotion:
    - Base on topics and eDM info
    - + Products exposure/  
brand mentioning
  2. Onsite promotion:
    - Stand location
    - Product exposure
    - Event reminder



**Intertextile Shanghai Apparel Fabrics** @Intertextile · Sep 24

Premium Wool Zone is back with one of the highlighted exhibitors, @Dormeuil (France) (Stand number: 5.1-D21), that has been creating and designing luxury fabrics since 1842.

#Intertextileshanghai #suitings #luxuryfabrics #premiumwoolzone



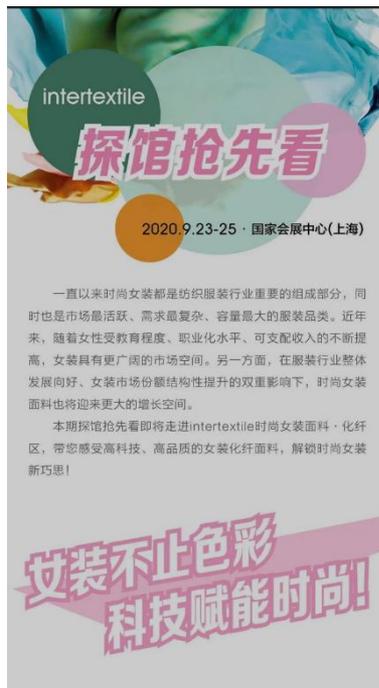
<https://twitter.com/Intertextile>

**Social Media**

**WECHAT**

## Wechat Feed

- Followers: Near 340,000 professional industry players
- Format:  
Base on topics
- Individual post available  
(Extra cost induced)



**展商介绍**  
EXHIBITOR INTRODUCTION

**莱卡公司**  
展位号: 4.1号馆E56

莱卡公司一切就绪, 准备向您介绍最新的创新进程...

LYCRA® (莱卡®) MyFil™纤维-- 提供能针对各种体形有如量身订造的弹性贴合体验, 直接解决大部分消费者合身需求的方案, 有助于减少品牌退货, 并增强消费者满意度。

LYCRA® (莱卡®) Anti-Slip纤维 - 一种新的出色防弹解决方案, 适用于需要持续弹性和良好回复力的单芯氨纶面料。它改善了面料和服装的整体质量, 有助于降低退货风险, 实现面料开发柔软手感和原真外观的可能性。

多样化的概念与品牌服装, 以及约1,000块布样, 供买家参考与选择。

欲从莱卡公司以及其合作面料厂与品牌处发现新的机会, 创新进程和成功案例, 请扫码关注每日更新的视频分享。



**A NEW INNOVATION FRONTIER**

**MADE TO FIT YOU**




**海外展区名单**

利诚实业制造有限公司	5.2号馆 B56
Monica Crystal Accessories	5.2号馆 B58
高腾贸易公司	5.2号馆 B58
艾奥苏思贸易有限公司	5.2号馆 B64
东莞市政永皮具有限公司	5.2号馆 B68
政永集团(香港)有限公司	5.2号馆 B68
绍兴匡恒进出口有限公司	5.2号馆 B70
欧莱贸易有限公司	5.2号馆 B70
广州市合时拉链有限公司	5.2号馆 C55
金武拉链服饰有限公司	5.2号馆 C55
Ideal Fastener HK Ltd	5.2号馆 C56
理想拉链亚洲有限公司	5.2号馆 C56
东莞市旭理拉链科技有限公司	5.2号馆 C57
香港旭日(国际)拉链有限公司	5.2号馆 C57
上海荣婷服装辅料有限公司	5.2号馆 C63
凯联国际控股有限公司	5.2号馆 C67
广州市伊洋纺织品有限公司	5.2号馆 C68
博诚(香港)国际集团有限公司	5.2号馆 C68
东莞市翔亚实业有限公司	5.2号馆 C69
翔亚(香港)实业有限公司	5.2号馆 C69
Owentrop Company Limited	5.2号馆 C70
上海浦东自立彩印厂有限公司	5.2号馆 C70
Saiva (Ind) Exim	5.2号馆 C73
深圳市思尔商业发展有限公司	5.2号馆 C73
浙江三和线业科技有限公司	5.2号馆 C74
三和(香港)线业有限公司	5.2号馆 C74
永汉精密工业有限公司	5.2号馆 C75
江阴飞腾针织有限公司	5.2号馆 C76
卓锋贸易有限公司	5.2号馆 C76
上海彩绳实业有限公司	5.2号馆 C79
恒利绳带有限公司	5.2号馆 C79
东莞市凯尼尔服装辅料有限公司	5.2号馆 C80
嘉善逸磊服装辅料有限公司	5.2号馆 D79
逸磊香港有限公司	5.2号馆 D79
开易(浙江)服装配件有限公司	5.2号馆 E55
广州市合骏纽扣有限公司	5.2号馆 E67
香港合骏服装辅料有限公司	5.2号馆 E67
晶祥实业有限公司	5.2号馆 E69
浙江新城纽扣饰品有限公司	5.2号馆 E73
君华企业有限公司	5.2号馆 E73
上海硕特无纺布有限公司	5.2号馆 E79

# PRESS RELEASES

# Press Releases

- Product exposure
- Brand exposure
- Interviews
- Case studies

**intertextile**  
 SHANGHAI apparel fabrics

[← Back to press](#)

## Intertextile Shanghai Apparel Fabrics Autumn

◀ SHARE

[2020](#)   [2019](#)   [2018](#)   [2017](#)

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20-Sep-2020

**Intertextile Apparel continues to stimulate industry recovery and solidifies its global apparel textile flagship status**

Intertextile Shanghai Apparel Fabrics returned with its Autumn Edition from 23 – 25 September welcoming over 78,500 visitors, alongside nearly 3,400 exhibitors from 20 countries and regions. Complementing the physical trade fair, new online platforms and digital solutions were added to the mix of services on offer, enhancing business opportunities amid the international travel disruptions. The combination of onsite and online services worked to further stimulate the industry's recovery and maintained the fair's leading global position in the textile apparel market. ...

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21-Sep-2020

**Intertextile Apparel to welcome 3,400 exhibitors and new Hybrid Showcase at this week's Autumn Edition**

Intertextile Shanghai Apparel Fabrics – Autumn Edition will kick off this Wednesday welcoming 3,400 exhibitors from 20 countries and regions, preserving the international status of the trade fair. In addition to country & region pavilions and dedicated product zones, the inaugural Hybrid Showcase will allow exhibitors who cannot attend the fair, to physically showcase their products in a designated display area. The fair will run from 23 – 25 September at the National Exhibition and Convention Center (Shanghai). ...

### Exhibitors showcase antibacterial products in response to pandemic

Hygiene-focussed products have seen a steep increase in demand since the COVID-19 pandemic, a trend that has also taken off within the textile industry. Many textile suppliers have answered this global call with new and innovative antibacterial products and solutions. Some exhibitors who will be showcasing their forward-thinking fabrics, fibres and technologies include:

- **HeiQ Materials AG (Switzerland) (4.1-H82)**: their product, HeiQ Viroblock NPJ03, is an intelligent Swiss textile technology that is added to the fabric during the final stage of the manufacturing process. The technology has proved to be effective against SARS-CoV-2, the COVID-19 causing virus. It is suitable for all fibre types, from medical nonwovens (e.g. face masks) to fabrics for clothing and home textiles.
- **Hua Mao Nano-Tech Co Ltd (Taiwan) (5.1-B66)**: Hua Mao is a leading functional filament and masterbatch manufacturer in Taiwan which has supplied more than 100 well-known apparel brands, such as Columbia, Adidas, Puma, Nike, Anta, Li-Ning, Wacoal and Embry Form. They will display their newly invented series with antibacterial features at the show: Bulky Warm II and Cool Jade-Fresh Chitin.
- **Lu Thai Textile Co Ltd (China) (4.1-E48)**: Luthai Group is a global high-grade yarn dyed fabrics manufacturer and an international shirt producer. They will highlight their 'Luthai Virosuppress Fabric', which has effective protection against contamination and transmission of viruses.
- **Microban International Ltd (USA) (4.1-H86)**: will make their debut at Intertextile by showcasing their antimicrobial fabrics & odour control technology. The Microban® antimicrobial fabric additives can be applied to common fabric types such as cotton, polyester and rayon. Their technology is environmentally friendly, certified by bluesign® and effective against harmful bacteria.
- **Pacific Viscose Holdings Limited (Hong Kong) (4.1-C17)**: producers of viscose fibres, they will be highlighting three

**Website**

# **MARKET INFORMATION**

## Website – Market Information

- Sharing product news/  
brand updates/ blogs
- Brand exposure

### Industry Lookup

(20/08/05) Osprey and Hyosung collaborate on high performance backpack collection (Innovation In Textiles) ^

Osprey, a leader in high performance, innovative carry solutions and Hyosung, a comprehensive fibre manufacturer have announced their collaboration for Spring 2021. Osprey will feature Hyosung's new GRS certified, 100% recycled *Mipan regen robic* high-tenacity nylon in its best-selling, multi-sport *Talon/Tempest* backpack series, which has been completely redesigned and expanded for Spring 2021.

- Innovation In Textiles news

> [View the original article](#) ↗

(20/07/20) First trade fair of the year as Intertextile closes in Shenzhen (Innovation In Textiles) v

(20/07/01) Sateri Joins Fashion Industry Charter for Climate Action (Nonwovens Industry Magazine) v

(20/06/09) Japanese develop piezoelectric fabric with antimicrobial performance (Innovation In Textiles) v

(20/04/27) U.S. Cotton Trust Protocol Added to Textile Exchange's List of Preferred Fibers and Materials v

# LIVESTREAMING/ WEBINARS

## Livestreaming/ Webinars

- Intertextile as the media to hold webinars
- + eDM blast to recruit audience
- + Social media post for exposure
- Extra cost induced



intertextileapparel ...

intertextileapparel Eager to get up-to-date with textile and apparel trends even at home? Intertextile Shanghai Apparel Fabrics proudly introduces the Textile e-Dialogue series, the debut of webinars organised by Pantone today.

Click the link in bio for joining the webinar!  
STAY TUNED FOR UPCOMING WEBINARS!  
#Intertextile #Intertextileshanghai #IntertextileApparel #AW2020 #Apparelfabrics #fabrics #textilesourcing #textile #sourcing #trendforum #fabricsourcing #merchandising #fashiondesigner #purchasing #fashionista #yarn #designstudio #webinars

👍🗨️📌

👤 Liked by amandawhiteleymf and 16 others  
MAY 28

Add a comment... Post

### 可持续发展相关线上研讨会预告，大咖为您解读最新行业信息！

Intertextile上海面料辅料展展商启迈QIMA及SGS为你举办免费线上讲堂，一同了解纺织行业最新的可持续时尚发展动向。

#### 在线讲堂日程

- ↘ 启迈QIMA - 服装纺织品：顺利出口至欧盟及美国市场的产品安全须知
- ↘ SGS “拍了拍”你，带你掌握《户外防晒皮肤衣》等最新功能性服装标准



8月7日 (星期五)

时间: 14:30 - 15:30 (香港时间)

主题: 服装纺织品：顺利出口至欧盟及美国市场的产品安全须知

演讲人: Candy Ren, 启迈QIMA服装及纺织品测试技术经理

语言: 普通话

内容: 共同探讨出口服装至欧美市场时需要注意的合规性事项。届时，启迈QIMA专家将会分享相关案例分析，以简单、清晰的方式助您了解目标市场产品合规，为您解答关于出口产品安全的相关问题。

→ 立即登记

↑ 往上



8月28日 (星期五)

时间: 14:00 - 15:00 (香港时间)



Thank you for your attention!