

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



2021 Show Review



messe frankfurt

Intertextile Apparel supported rising sourcing demand in China

China's post-pandemic economic recovery and growing middle-class population are fueling demand for apparel textile products in the domestic market. Meanwhile, growing interests in healthy lifestyles has made athleisure a leading fashion trend worldwide and concerns for environmental protection have boosted the sustainable fashion sector. Intertextile Apparel's autumn flagship provided an ideal platform for the industry to capitalise on these developing trends and to facilitate maximum business results in China's booming textile market.



Nearly **3,300** exhibitors from **19** countries and regions

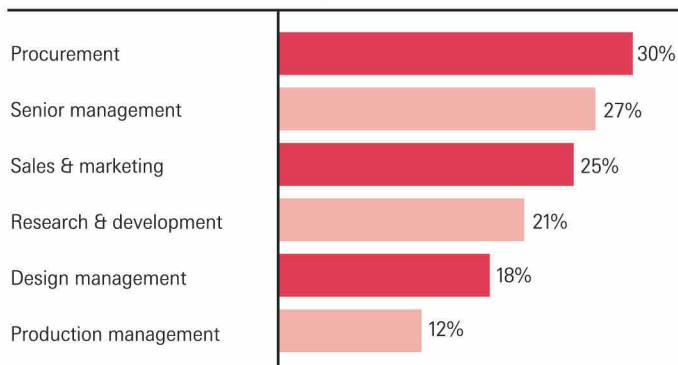


67,000+ visitors

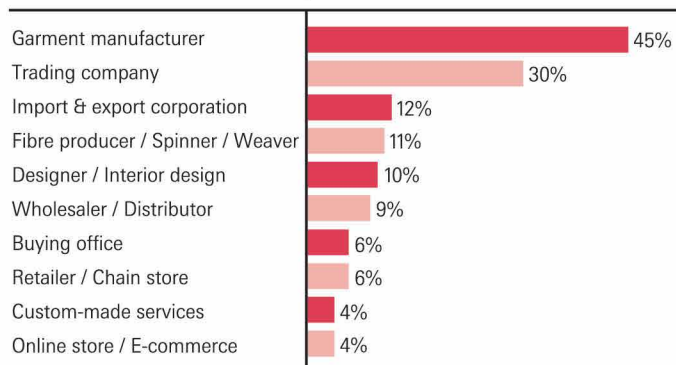


7 halls across **200,000** sqm

Breakdown of visitors by job function*

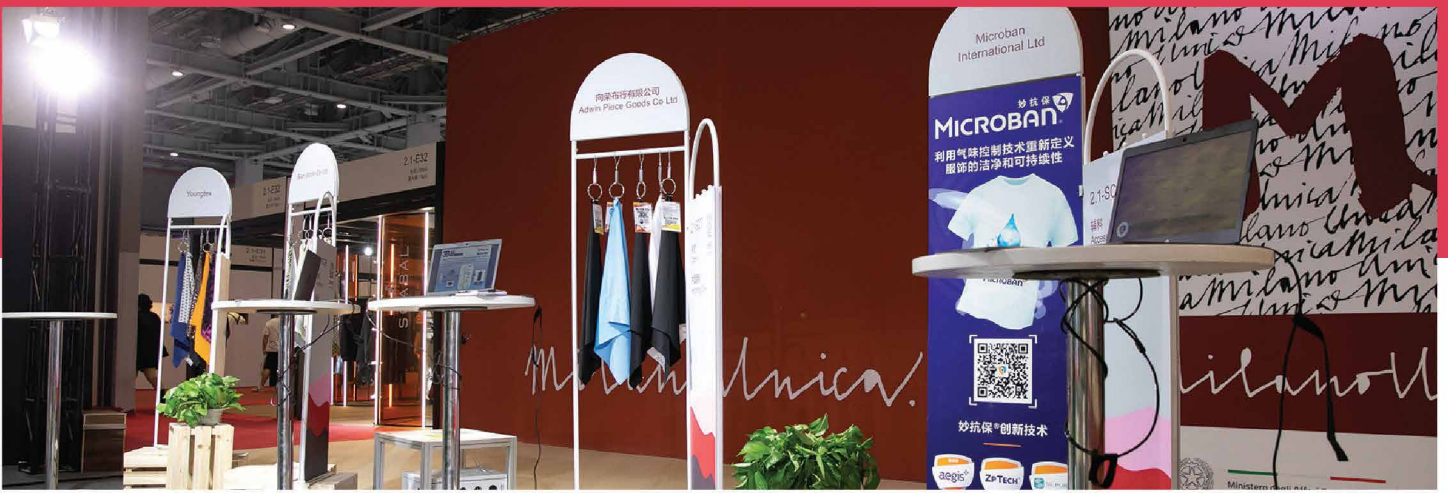


Breakdown of visitors by business nature*



*Total percentage is over 100 due to multiple selections.





Hybrid and online solutions

Regardless of travel restrictions, Intertextile supports businesses at a hybrid level with all-round offline and online platforms that connect exhibitors and buyers seamlessly, from China and around the world.

Hybrid Showcase Area

- Following the success of the previous two editions, the Hybrid Showcase Area returned
- Featuring a dedicated product display area for hybrid exhibitors
- Allowed onsite buyers to examine fabrics in-person

Connect PLUS

- Enabled exhibitors to meet overseas buyers online
- Users could schedule onsite / online meetings
- Instant messaging functions could be used for real-time conversations

Interactive sourcing platform

- A QR code displayed at the hybrid exhibitors' booths directed onsite buyers to the sourcing page
- The platform allowed exhibitors to receive onsite buyers' enquiries in real-time
- Exhibitors could then follow up with requests

Onsite and online business matching

Over 240 onsite & virtual meetings were arranged during the show with VIP buyers, including buyers from Australia, China, Hong Kong, South Africa, the UK and more...



Product zones and exhibitor profile

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



Accessories Vision: Avery Dennison, HSD Zipper, Ideal Fastener and more



All About Sustainability: Ecocert, Intertek Group, SGS-CSTC Standards Technical Services, Testex and more



Beyond Denim: Bossa and more



Functional Lab: HeiQ, Hyosung, LYCRA, Nilit, Toray, Toyobo, Unifi and more



Premium Wool Zone: Abraham Moon & Sons, Cerruti 1881, Dormeuil, Huddersfield Fine Worsted, John Foster, Linton Tweeds, Scabal and more



SalonEurope: Albini, Alumo, Ermenegildo Zegna & Figli, Holland and Sherry, Liberty, Loro Piana, Soktas, Successori Reda, Vitale Barberis Canonico and more



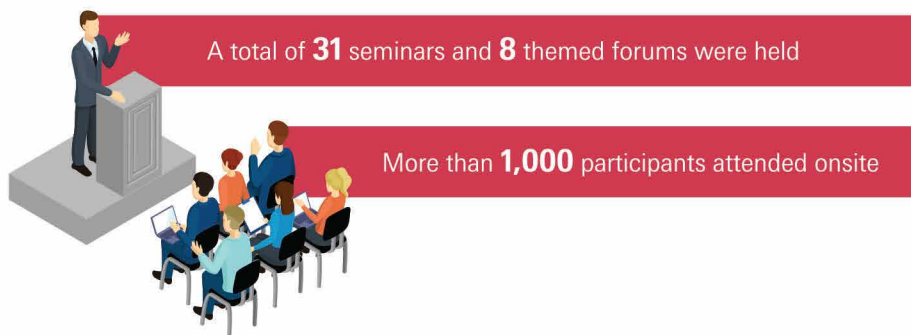
Verve for Design: Design Union, Fairbairn & Wolf Studio Ltd and more

Other key exhibitors included Birla, Cotton Council International, Dupont, Eastman, Lenzing and more.

Fringe programme and livestreaming platform

A total of 31 seminars and 8 themed forums were held, with speakers consisting of both overseas and domestic exhibitors and industry experts sharing their insights.

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



Event highlights

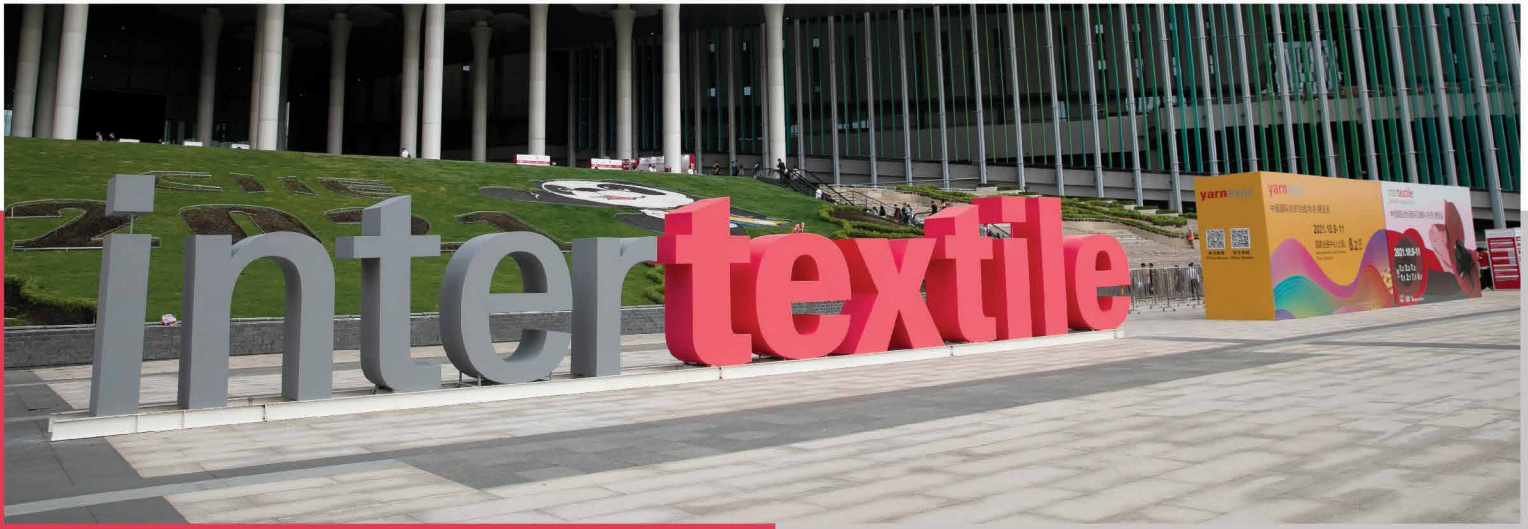
- The forum “How e-Commerce is Adapting to the Post-pandemic and Scaling Up” presented by Alibaba and LYCRA
- Partnering with Impact Hub Shanghai, The Sustainable Fashion Forum invited HKRITA and LYCRA as speakers to share their views on “Make Sustainable Fashion Accessible to Everyone”
- Intertextile Forum: Build a High-quality Modern Industrial System by Promoting the Dual Circulation
- Intertextile trend seminar
- Product presentations & seminars

Introduction of the brand new livestreaming platform

To better cope with exhibitors’ and buyers’ needs and wants, Intertextile introduced a new livestreaming feature to its online platforms, enabling round-the-clock streaming throughout the fair period. The new feature was an add-on service to existing digital tools, to maximise exhibitors’ exposure to global buyers. The platform comprised of:

- Featured exhibitor videos
- Exhibitor interviews
- Highlighted themed forums and seminars





Exhibitor testimonials

"The Japan Pavilion has been very popular this edition, as Japanese products are often a first-choice for domestic buyers. We had over 80 visitors at our booth yesterday and expect to meet with over 200 new and existing customers throughout the three-day fair. There is no doubt that the show is beneficial for our business and for brand awareness. Intertextile provides an ideal platform for showcasing products and for the industry to exchange information and ideas for future development."

Mr Hengxiang Shen, Head of Production Management, Shanghai Moririn Textile Co Ltd, Japan

"Intertextile is one the largest exhibitions for the industry, with the greatest range of exhibitors and visitors. The show is certainly helpful for the promotion of our overseas brand in the domestic market, because there is no better choice than this fair. In fact, because of the pandemic, there are even more people at this edition looking for opportunities as well as exhibitors looking to reach new customers."

Mr Jerry Lin, Associate Director, Supply Chain Marketing Asia, Cotton Incorporated, USA

Visitor testimonials

"This time at the fair, besides looking for fabrics for lingerie and shirts, I was also looking for the latest trends. I visit the fair every year because Intertextile is a large-scale and comprehensive fair with both product and trend displays. Although we are a lingerie company, we also have needs for outerwear, so the fair is like a one-stop platform for big trading businesses like us. Our company is also looking for suppliers that offer sustainable and recycled materials, to help us develop our products."

Ms Lydia Wang, Director of Product Department, Zhejiang Merrige Health Technology Co Ltd, China

"This is my first time visiting Intertextile and I think the Trend Forum is very beneficial. It not only displays the latest fabrics, but also features exhibitors' QR codes under the fabrics, which is very convenient and efficient for buyers. I can directly contact the exhibitors I'm interested in and this saves me a lot of time. Intertextile is very comprehensive because of the wide range of exhibitors, so both returning and new buyers can find what they are looking for."

Mr Huigang Kang, Facility Design and Procurement, MUJI (Shanghai) Commerce Co Ltd, Japan

Intertextile Shanghai Apparel Fabrics – Spring Edition 2022

Date:

9 – 11 March 2022 (Wed – Fri)

Opening hours:

09:00 – 18:00

Venue:

National Exhibition and Convention Centre (Shanghai)

Admission:

Free admission. Trade visitors only.
Persons under 18 will not be admitted.

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