



**intertextile**  
SHANGHAI apparel fabrics

29 – 31 August 2022

National Exhibition and Convention  
Center (Shanghai), China

China International Trade Fair for Apparel Fabrics  
and Accessories – Autumn Edition

**Join the apparel  
textile flagship**

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

# Favourable conditions for China's apparel textile market

Based on the 2021 World Trade Statistics Review conducted by WTO, China led the global export market of apparel and textiles in 2020, with a share of 31.6% and 43.5% respectively. On the other hand, China's imports of textile fabrics and products totalled USD 142 billion, making it the top importer worldwide.

Meanwhile, increasing trends in China such as the demand for luxury textile products and the rising awareness of the importance of a more sustainable fashion industry among consumers, along with strategic partnerships between local fashion brands and upstream functional textile manufacturers, are fuelling business opportunities for overseas exhibitors. Intertextile Shanghai Apparel Fabrics is the trusted platform to tap into the potential in China's market.

## 2021 show scale



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



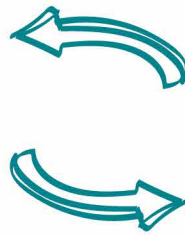
**67,000+** visitors



**7** halls across **200,000** sqm

## To approach buyers both offline and online, we now offer comprehensive exhibition solutions at Intertextile Shanghai!

**Physical trade fair + Intertextile Hub = all-round marketing solutions**



The **Intertextile Hub** combines a series of digital platforms designed to support and connect onsite booths and online exposure. The hub provides a seamless experience, connecting exhibitors and visitors with 24/7 access throughout the three-day event and up to two weeks access after the fair has concluded.

The Intertextile Hub includes

- **Connect Plus:** speak and meet with potential buyers through AI-driven recommendations via this business matching tool
- **Global exhibitor search:** extend your brand presence virtually
- **Mobile app:** show off your latest products and proactively reach out to brand buyers
- **Live streaming and webinars:** maximise the exposure of your latest products / services

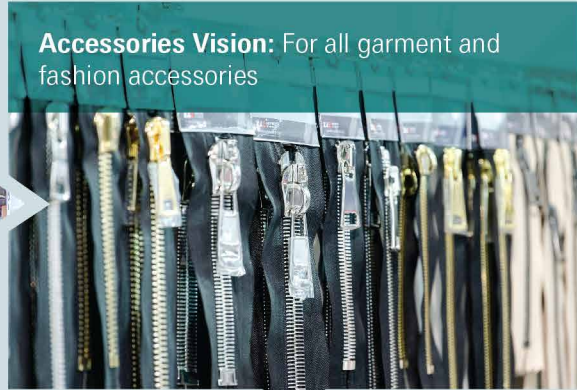


Send your Chinese representatives or agents to exhibit at the fair in-person. Strategically choose from the designated product zones to meet face-to-face with the right targeted buyers!

**Country & region pavilions / zones:** including Japan, Korea, Hong Kong, Taiwan and more



**Accessories Vision:** For all garment and fashion accessories

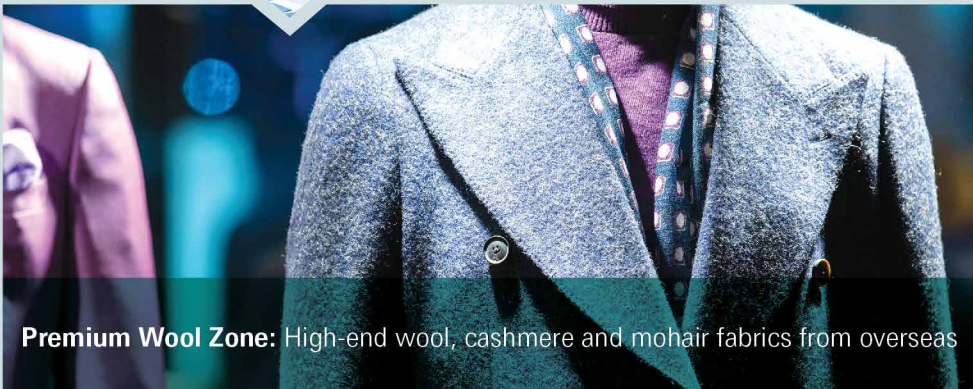


**All About Sustainability:** All sustainable fabrics & products, technologies, business services, tools and solutions



**Beyond Denim:** Both woven and knitted denim, from fabrics and accessories to washing and printing technologies

**Premium Wool Zone:** High-end wool, cashmere and mohair fabrics from overseas



**Functional Lab:** Performance functional fibres, fabrics, accessories, chemicals and other innovations



**SalonEurope:** Premium European-made products from Belgium, France, Germany, Italy, Spain, Switzerland, the UK, Turkey and more



**Digital Printing Zone:** Digital print fabrics and printing solutions

**Verve for Design:** Exclusive textile patterns and print design studios



**Other product categories**

- Cotton
- Linen / ramie
- Wool
- Man-made
- Silk
- Lace & embroidery
- Knitted
- Fibres / yarns
- Trend forecasters and more

# Fringe programme

## Trend Forum

A number of inspirational trend forums will highlight the 2023/24 Autumn / Winter trends. Curated by the *Directions* Trend committee, the Intertextile International Trend Forum will present international trends reflecting the mood for next year.

The Fabrics China Trend Forums for technology & sustainable fashion, fashion focus and accessories will present domestic fabric trends forecasted by the China Textile Information Centre (CTIC).

## Seminars and product presentations

Seminars will be conducted by industry professionals to present the latest on-trend fabrics, sustainability issues and regulations, technology and innovation, as well as market information and business strategies.

Product presentations enable exhibitors to deliver new product launches, workshops, or promotion on products and services. Exhibitors can connect with potential clients and maximise their interaction with visitors.

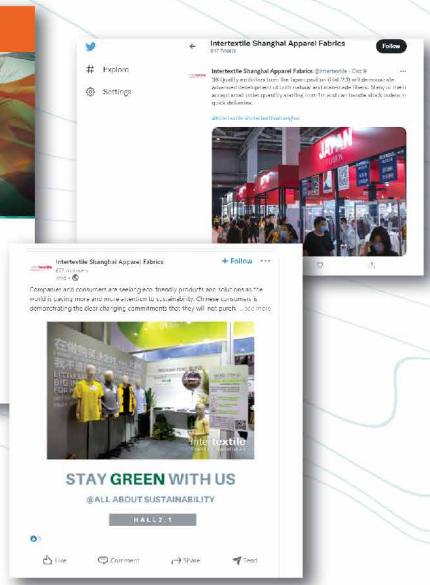
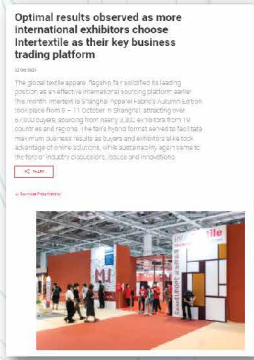
## Themed forums

Industry experts will share their insights and exchange ideas on the latest topics and upcoming trends with exhibitors and visitors in a series of themed forums.

## China International Fabrics Design Competition & China International Fabrics Creation Competition

Being the most authoritative and influential professional event in the field of China's fabric design, the competition aims to encourage and promote the establishment of market-oriented textile developments and enhance the competitiveness of new products. It also serve as an important platform for outstanding textile enterprises to demonstrate their research and development capabilities.





**Submit your company and product materials for us to share with Intertextile buyers across all channels!**

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

Advertisements & Press releases  
**80+**  
overseas media

Advertisements & Press releases  
**95+**  
Chinese media

**Overseas**  
(90+ countries and regions)  
**140,000+**  
Trade visitors

**Chinese**  
(30+ regions)  
**350,000+**  
Trade visitors

Direct marketing

Online marketing

Direct marketing



**Oct 2021 – April 2022**

**May 2022**

**June 2022**

**July 2022**

**29 – 31 August 2022**

**Secure your booth by submitting your application**

**Final payment deadline, fringe programme application**

**Submit product promotional information**

**Booth allocation, logistic arrangements, business matching programme starts**

**Show starts**

**From the east to the south of China: a year-round package to recharge your business with us.**

**Intertextile Shanghai Apparel Fabrics – Autumn Edition 2022**

**Date:**

29 – 31 August 2022

**Opening hours:**

9:00am – 6:00pm

**Venue:**

National Exhibition and Convention Center (Shanghai)

**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)

**Contact us NOW to find out about the benefits of joining both Shanghai and Shenzhen editions.**

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For more details, please visit

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

**Concurrent shows**

**yarnexpo**

**CHIC**  
SHANGHAI



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