



intertextile
SHANGHAI apparel fabrics

2023 Show Review

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

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textile flagship**

www.intertextileapparel.com


Visitors thread their way back in high numbers as China's re-opening boosts confidence

Benefitting from a return to 'business as usual', the autumn edition of Intertextile Shanghai Apparel Fabrics was the platform for a revitalised industry teeming with innovation. Overseas participants made a steady comeback, with a 17% increase from the spring edition – signalling a return of confidence in China's business climate. A seamless blend of sustainability, functional fashion and technology was in the spotlight, with industry leaders focused on transparent supply chains, eco-friendly products and a growing interest in digital and AI advancements.

Show statistics and visitor demographics

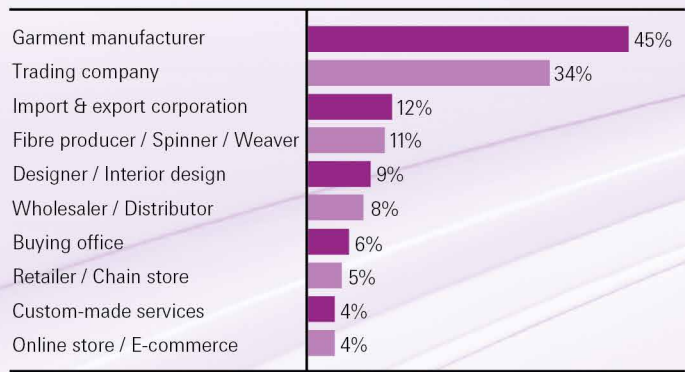
 Nearly **4,000** exhibitors from **27** countries and regions

 **95,000** buyers from **117** countries and regions

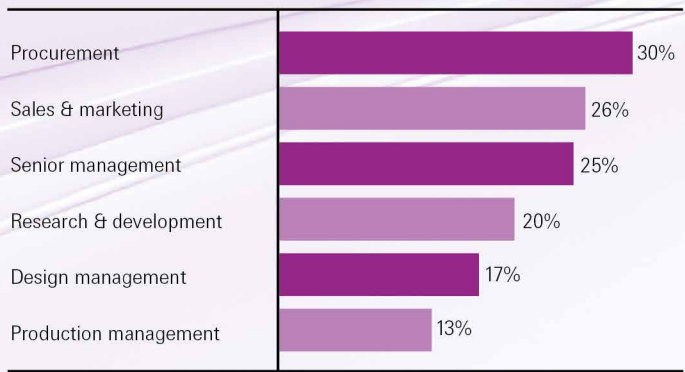
 **9** halls across **240,000** sqm



Breakdown of visitors by nature of business*



Breakdown of visitors by job function*



*Total percentage is over 100 due to multiple selections.

A success story for global business: Intertextile Hub

From the fairground to online, Intertextile Hub successfully bridged the gap between participants from China and around the world. Over 150 connections were made via the online platform.



Connect PLUS

enabled exhibitors to meet overseas buyers online where users could schedule both onsite and offline meetings and make 24/7 real-time connections through instant messaging.



Interactive sourcing platform

QR codes at showcases directed onsite buyers to exhibitor platforms. This allowed exhibitors to receive real-time enquiries from onsite buyers, enabling prompt contact and follow-up.



Mobile App

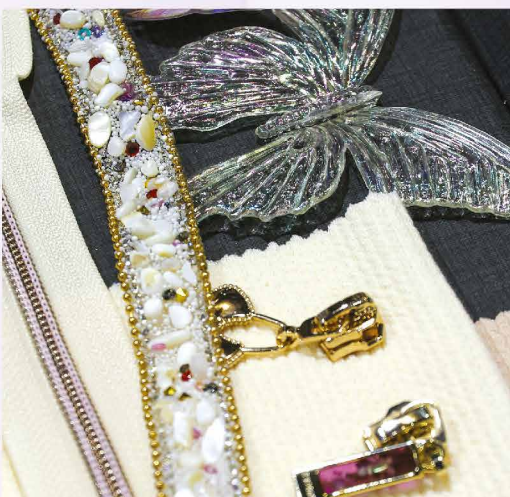
exhibitors actively reached out to domestic buyers and uploaded their product details. Buyers' requests were clearly displayed for more efficient matchmaking.

Over 360 onsite business matching meetings

Linked exhibitors with VIP buyers from various countries and regions, including Hong Kong China, South Africa, Spain, Taiwan, Türkiye, and the US. Industry associations and 7 delegations brought over 170 VIP buyers from Indonesia, Malaysia, Myanmar, Thailand and CIS regions to source at Intertextile Apparel.



Strategic product zones



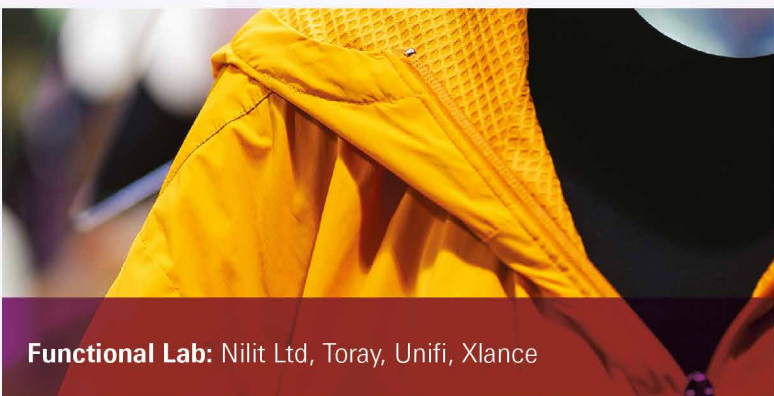
Accessories Vision: Avery Dennison, Fidlock, Mainetti SpA



Beyond Denim: Azgard Nine Limited, Nosawa & Co Ltd, Orta



Verve for Design: Fairbairn & Wolf Studio Ltd, Fusion CPH, Les Dessines



Functional Lab: Nilit Ltd, Toray, Unifi, Xlance



All About Sustainability: IDFL, Retraced GmbH, We are SpinDye AB



Premium Wool Zone: Cerruti, Holand & Sherry, Scabal, Yunsa



Country & Region pavilions: Hong Kong China, India, Italy (Milano Unica), Japan, Korea and Taiwan



Group pavilion: Ecocert, Hyosung, Lenzing, LYCRA, KTC, Oeko-Tex, Sorona



SalonEurope: Alumo, Concordia, Mihia Kent

Voices of authority unravel industry insights

Over **40** seminars and themed forums were held during the fringe programme, attracting over **3,500** participants.



Event highlights:

- Trend Forum
- Fringe programme with four main themes: design & trends, market information & business strategies, technology & solutions, sustainability

The green thread – impossible to ignore

Sustainability rose to prominence as the most important theme throughout the fair. A total of **16** seminars, product presentations, and forums underscored this focus.

Topics included: solutions, testing & certification, digital traceability, sustainable materials, and more.



Speaker's feedback

"Whatever the trends or colours, we are delivering a new sustainable way of approaching design and fashion. We are imagining a new technological approach to the design process, and also how we can interpret nature in a way that's updated, renewable, and eye-catching to the customer. Intertextile Apparel is very important as it keeps us in touch with final consumers, design workers, and suppliers, in a blend of creativity and insights that we can regenerate in our trend forecasts and design works."

Ms Elena Pecchi, Style Designer and Trend Forecaster of Peclers Paris (Design and Trend)

Exhibitors' testimonials

"China's market is huge. We've been selling in China for probably 20 years, but we are still just scratching the surface of its potential. Intertextile Apparel brings everybody together, which allows me to reach out to buyers efficiently from around China, as well as the rest of Asia."

Mr Josh Lane, Regional Director, Holland & Sherry, UK (Premium Wool Zone)

"Intertextile Apparel is Asia's largest trade fair, with high internationality and a strong influence in the industry. The organisers did a very good job in gathering professional, good quality buyers. There is simply no other trade fair that can replace Intertextile Apparel. We are very happy that more consumers are requesting transparency, resulting in more companies increasing their sustainability efforts."

Ms Rinoa Zong, Marketing Manager, Textex (Shanghai) Textile Testing Co Ltd, China (All About Sustainability)

Visitors' comments

"I really appreciate attending this fair after a gap of almost four years. We've been very excited to meet all our vendor partners, as well as some new suppliers. We were mainly looking for sustainable products, that's our key focus area. Based on the first two days here, I am confident that we will find some new and interesting sustainable products, such as those derived from ocean plastic and recycled textile waste."

Mr Gulshan Kumar, General Manager, Taiwan LLO, lululemon

"Either me or my colleagues attend Intertextile Apparel every year. I've probably got six people on the ground here now, including a colleague who's flown out from the US. Customers are looking for more functionality and more sustainability. The quality and quantity of exhibitors here is fantastic, and it's very important to renew those face-to-face connections."

Mr John Tennent, Director of Fabric Development, Active Apparel Group, Australia

Intertextile Shanghai Apparel Fabrics – Spring Edition 2024

Date: 6 – 8 March 2024

Opening hours: 09:00 – 18:00

Venue: National Exhibition and Convention Center, (Shanghai)

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

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