



**intertextile**  
SHANGHAI apparel fabrics

**28 – 30.8.2023**

National Exhibition and  
Convention Center  
Shanghai, China  
中国·国家会展中心 (上海)

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

中国国际纺织面料及辅料(秋冬)博览会

**Join the apparel  
textile flagship  
纺织旗舰盛会  
实力领航未来**

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

# Win new business at Intertextile Apparel

China is the textile industry's global leader, both as a manufacturer and a consumer. The country continues to show high potential – GDP expanded by 3.9% in the first nine months of 2022, with the textile industry demonstrating particularly strong growth. Garment and textile exports value US \$220.27 billion between January – August, with both segments rising approximately 10% year-on-year.

To be held concurrently with Yarn Expo Autumn, CHIC, and PH Value in 2023, Intertextile Shanghai Apparel Fabrics – Autumn Edition is a global apparel flagship, and the industry's preferred platform to seize the potential of the world's largest textile market. The fair attracted participants from all corners of the value chain to its previous edition.

## 2021 show scale



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



**67,000+**  
visitors



**200,000** sqm

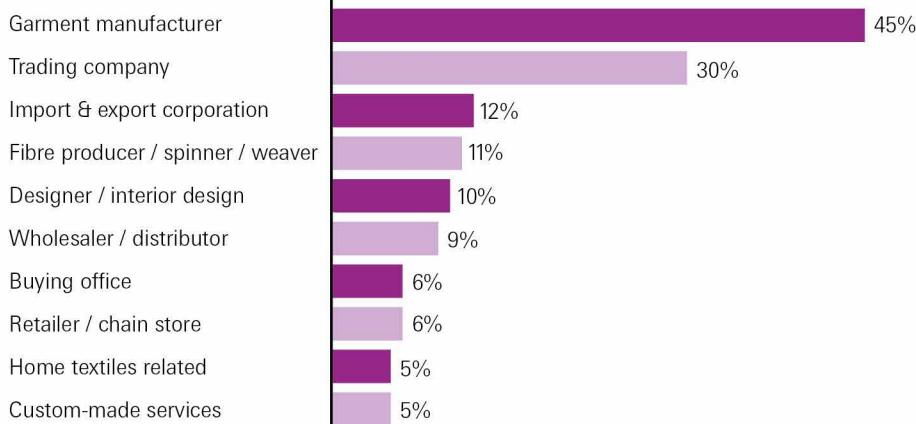
## Turn influential visitors into top-quality customers

**Top 5 visitor countries & regions\*** (in alphabetical order): Hong Kong, India, Japan, Korea and Taiwan.

### Good mix of sourcing professionals\*

Nearly **80%** of buyers have an influence on purchasing decisions  
Over 50% are in senior management or procurement positions

### Business nature



\*Total is over 100% due to multiple selections.

### Job function





# How to join the 2023 Autumn Edition

Want to exhibit at the industry's leading trade fair? There are several dynamic ways of doing so, making commercial connections possible for exhibitors all over the world.

Exhibit in person

Chinese representatives or branch office attend in person

Hybrid Exhibition & Intertextile Hub

## Exhibitor's testimonial

Intertextile Apparel has a huge influence both domestically and internationally, it's a must-visit for us. It's an opportunity to introduce our products to new and old customers and start an important in-depth dialogue. Many brands from across the country come to the exhibition, including consulting companies, brand customers, fabric factories, and yarn factories. Today, we had many enquiring customers with clear purchasing intentions.

**Ms Maggie Li, Head of Marketing & Branding, Lenzing Fiber (Shanghai) Co Ltd, Austria**

## Visitor's testimonial

The Trend Forum is very effective. It not only displays the latest fabrics, but also features exhibitors' QR codes making it easy to contact interesting exhibitors directly. The fair is very comprehensive as it has a wide range of exhibitors, so that both returning and first-time buyers can source effectively.

**Mr Huigang Kang, Facility design and procurement, MUJI (Shanghai) Commerce Co Ltd, Japan**

## Intertextile Hub: All-round online and offline solutions



Dedicated hybrid showcase



Connect PLUS: business matching platform



Receive enquiries via interactive sourcing platform



Livestreaming onsite activities





# Increase your exposure with the fair's fringe programme



## Intertextile *Directions* Trend Forum

A must-visit spot providing the fashion trends for Autumn / Winter 2024/25. Submit on-trend samples to be displayed at the Trend Forum and direct potential clients to your booth!

## Seminars

With themes including **Design and Trends**, **Sustainability Issues**, **Technology and Solutions**, and **Market Information and Business Strategies**.

## Panel discussions

In front of a relevant audience, share and exchange brand concepts and innovative ideas with fellow industry specialists.



## Product presentations

Maximise your products' exposure by promoting them at tailor-made launches and networking cocktail parties at the fairground.

Online promotions such as **pre-show webinars** and **livestreams** are available to further amplify product and brand awareness.

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

The most authoritative and influential Chinese fabric design event promoting market-orientated textile developments and helping outstanding designers stand out from the crowd.

## Panel Media exposure

Submit your company and product materials for us to share to over **400,000** followers across multiple channels, with services including:

- Press coverage
- E-newsletters
- Social media posts
- Sponsorship marketing
- Digital services
- Onsite press centre display



# Strategic zones to put you in the path of your target audience



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



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



**Beyond Denim:** display your fashionable denim products and state-of-the-art solutions.



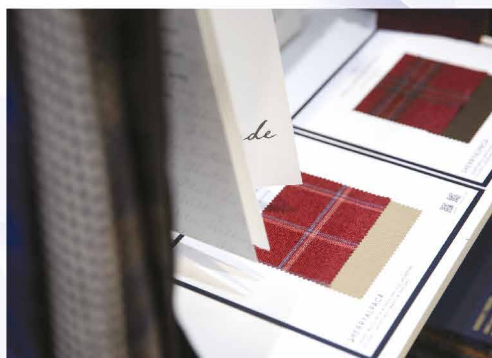
**All About Sustainability:** meet the global demand with your sustainable products, services and solutions.



**Premium Wool Zone:** an exclusive zone for high-end wool suppliers of bespoke garments and suiting.



**Functional Lab:** the ideal area to benefit from buyers' high demand for athleisure, sportswear, protective apparel, and more.



**SalonEurope:** showcasing the best of European brands for the Asian market.



**Digital Printing Zone:** to showcase up-to-date digital printing solutions and an array of printed fabrics.



**Verve for Design:** a dedicated zone for original pattern designers to gain business and inspire the industry.

## Other product categories

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



# Expand your Chinese customer base at Intertextile Shanghai Apparel Fabrics!

## Fair Facts

### Date:

28 – 30 August 2023

### 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)

Follow us on:



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For more details, please visit

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

**intertextile**  
SHANGHAI apparel fabrics

Concurrent shows

**yarnexpo**

**CHIC**  
SHANGHAI

