



# intertextile

SHANGHAI apparel fabrics

27 – 29.8.2024

National Exhibition and Convention  
Center (Shanghai), China

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

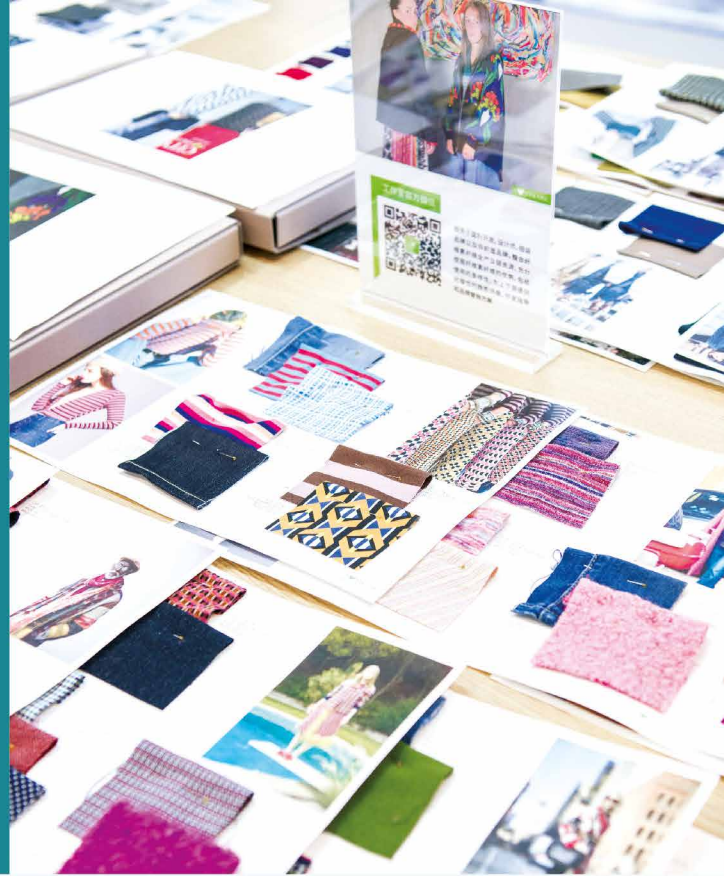
## Join the apparel textile flagship

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

# Global apparel flagship – 30 years redefining the textile industry

The industry is constantly adapting to meet rapidly changing needs resulting from technological and societal development. **Fashion fabrics and accessories, functional fashion, innovation and digital transformation, and sustainability** all strongly impact multiple facets of the textile sector, from consumer behavior to production and branding.

For three decades, Intertextile Shanghai Apparel Fabrics has been the industry's ideal platform to capture the opportunities of the international and domestic textile markets. Join the fair to network with other industry leaders and take an active part in the industry's evolution.



## Buyers' preferred platform for fashionable fabrics, accessories, and much more

The fair is the ideal avenue for exhibitors from multiple apparel sub-sectors to attract the attention of targeted buyers, whether sourcing specific items or across categories. The fair offers wide coverage of various textiles, technology, and innovative solutions. As such, it draws the attention of a large pool of potential buyers and allows exhibitors to match with the ones they need most. Several strategic zones aim to put your business directly in their path.



### Fashion fabrics and accessories

Suppliers from across the textile spectrum can choose to take part in their country and region pavilions. Or, under the wider banner of **fashionable fabrics and accessories**, exhibitors can showcase their products in the dedicated zones that best represent their brands: **Accessories Vision, Beyond Denim, Digital Printing Zone, Premium Wool Zone, and Verve for Design.**

Don't forget to submit your fabrics to the Trend Forum! Highlight your on-trend products and win the attention of astute buyers. Curated by the Intertextile *Directions* Trend Committee, the **Trend Forum** will display exhibitor fabrics representing the various design and trends for A/W 2025-26.



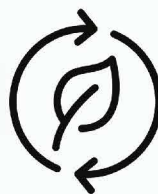


## Functional fashion

With boundaries blurred between modern fashion and functional wear, adaptability is key.

Showcase your functional fabrics at **Functional Lab** which is devoted to functional fabrics serving a wide range of end uses, including but not limited to sportswear, outerwear, children and maternity wear, casual wear, and more.

For added exposure, present your latest innovations at the **Sportswear & Functional Fashion seminar series**.



## Sustainability

Answer to sustainability also entails challenges along the entire supply chain. Showcase your innovative products and solutions, and help facilitate the green revolution.

A well-known attraction for visitors, **All About Sustainability** is a special zone designed for the various suppliers and solutions providers promoting a sustainable textile industry.

You've got the solutions, but do you have the publicity? Become an eco-game changer at the **Sustainability seminar series**.



## Innovation and digital transformation

Be a game changer and demonstrate how digitalisation facilitates design and production.

**Innovation and Digital Transformation** display zone gives industry pioneers the opportunity to showcase technology and digital solutions for research and development, product design, automation, supply chain management, and more.

Share your pioneering insights at the **Innovation and Digital Transformation seminar series!**



# Spread brand awareness, gain insights, and stay on-trend at extensive fringe programme

Multiple events, encapsulated by five thematic seminar series, will provide expert insights into the latest industry trends, business opportunities, government policy and technological advancements.

## ◆ Trend Forum for A/W 2025-26

### ◆ Thematic seminar series:

- Design & Trends for A/W 2025-26
- Sportswear & Functional Fashion
- Sustainability for the Textile Industry
- Innovation and Digital Transformation for the Textile Industry
- Market Information and Strategies



## Value-added activities to reach your audience and match with buyers

Join our **business matching programme** to meet and connect with invited buyers, including VIPs. At the previous edition, over 400 meetings matched exhibitors with seven delegations from Bangladesh, Hong Kong, India, Indonesia, Japan, Korea, Russia, Taiwan, Türkiye and Vietnam.

In addition, you can also demonstrate your latest business innovations, market insights, and trend information to a wider audience at our **exhibitor product presentations**.

# Win new business and reforge connections at the global apparel flagship

Despite international headwinds, demand for quality textiles is increasing. The global textile market size is expected to grow at a CAGR of 3.52% to reach USD 859 billion by 2028. With its wealth of experience, improving infrastructure and technology, and growing market, China is set to retain its position as the world's leading textile hub.

With a strong exhibitor showcase and surging visitor flow at the previous Autumn Edition in 2023, this year's 30<sup>th</sup> anniversary edition is set to welcome fairgoers from the entire apparel value chain.

## 2023 show scale



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



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

# Intertextile Apparel – the ideal platform to link the entire apparel textile industry

## Buyers' business nature:

Agent, buying office, custom-made services, department store, designer / interior design, garment manufacturing, home textiles related, import & export corporation, online store / e-commerce, press, research & development, retailer / chain store, trade association or organisation, trading company, wholesaler / distributor, and more...

## Leading brands sourcing at previous edition:

### Domestic brands



MO&Co.

PurCotton



YISHION 以纯

and more...

### International brands



ACKERMANS



D-mop

DEWHIRST  
EST.1880



FILA



INDITEX



lululemon



niko and ...



TORY BURCH

URBAN OUTFITTERS



and more...

## Top 10 visitor countries & regions\* (in alphabetical order):

Bangladesh, Hong Kong, India, Indonesia, Japan, Korea, Russia, Taiwan, Türkiye and Vietnam.

\*Excluding Mainland China

# Increase your brand exposure across the fairground and digital space

## Multiple media coverage and exposure

Promote your brands and products through our strong network across multiple international and domestic channels, to over 400,000 followers.

Activations include:

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

## Connect PLUS

is an online business matching platform at your fingertips, enabling you to match with targeted buyers and receive enquiries even after the fair.

**NEW**

## Premium booth package now available!

Get the premium package for customised booth design, and stand out from the competition.

*\*Premium package is only available for booths of 36 sqm or more.*

*\*\*Design and package are subject to change without prior notice.*

## Fair Facts

### Date:

27 – 29 August 2024

### 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.

### Contact:

Messe Frankfurt (HK) Ltd

Ms Kathy Lai / Mr Jimmy Chan

Tel: +852 2238 9963 / 9999

Fax: +852 2598 8771

Email: [textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com)

For more details, please visit

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

### Organisers:

Messe Frankfurt (HK) Ltd

The Sub-Council of Textile Industry, CCPIT

China Textile Information Center (CTIC)

**intertextile**

SHANGHAI apparel fabrics

Concurrent shows

**yarnexpo**

**CHIC**  
SHANGHAI



part of

**TEXPERTISE**  
the textile business network

Follow us on:

