

25 – 27.8.2026

National Exhibition and
Convention Center (Shanghai)

Innovation & Digital Solutions Zone

Innovation & Digital Solutions Zone is a unique opportunity for start-ups and other emerging technology companies with applications for the textile industry to display their innovations in front of 90,000 trade buyers from 100+ countries. The unique and open design of the Zone, located in the International Hall, will help facilitate discussions with buyers. Exhibitors in this Zone will also have the opportunity to deliver a seminar or product presentation.

The zone will give a platform to exhibitors from below application areas:

- Additive manufacturing
- Big data analytics
- Digital sustainability solutions
- Digital product passports
- Generative AI
- Personalised production
- Production technologies
- Virtual reality
- Wearable technologies
- ...and more



Special package for Innovation & Digital Solutions Zone exhibitors

- Prime booth location to maximise visitor engagement
- Open booth design tailored to facilitate meaningful discussions
- Complimentary speaking slot at fair's fringe programme
- Pre-show digital and social media promotion opportunities

**Participation fee:
starting from US\$5,355**

**Application deadline:
22 May 2026**

**Spots are limited,
first-come first-served.**



Enquiry

Ms Kathy Lai

Messe Frankfurt (HK) Ltd

Kathy.Lai@hongkong.messefrankfurt.com

(852) 2238 9963