

news +++ Intertextile Shanghai Apparel Fabrics  
National Exhibition and Convention Center (Shanghai), China, 27 – 29 August 2024

**intertextile**  
SHANGHAI apparel fabrics

## Intertextile Apparel ushers in 30<sup>th</sup> anniversary on back of international buyer surge

**Shanghai, 20 May 2024. Following the recent Spring Edition’s doubling of international visitor numbers<sup>1</sup>, which overall welcomed nearly 90,000 trade buyers from 116 countries and regions, the fair’s organisers are eager to build on that success for the upcoming Autumn Edition. Fuelled by strong domestic and international reach, and with product zones that cater to varying sourcing requirements, the global apparel flagship is set to forge ahead for its anniversary, boosted by China’s burgeoning visa-free policy. Intertextile Shanghai Apparel Fabrics – Autumn Edition is celebrating its three-decade milestone from 27 – 29 August 2024 at the National Exhibition and Convention Center (Shanghai).**

In addition to visitors at the latest Spring Edition displaying significant purchasing intent, which saw a higher than usual 87% of international buyers returning on Days 2 and 3, overseas exhibitor numbers rose by 22.9%, with new exhibiting countries including Ethiopia, Indonesia, Peru, Singapore, and Spain. Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, explained the fair's ongoing significance to the industry: “From our first show’s modest offering of 123 exhibitors in 1995, Intertextile Apparel has gone from strength to strength, and we are eager to celebrate that this year. After strong visitor flows at our most recent Autumn and Spring Editions, and revitalised international business travel and sourcing appetite towards the country, exhibitors seeking to renew and expand connections will not be disappointed.”

Last November, the Chinese government extended its visa-free policy to include travellers from France, Germany, Italy, the Netherlands, Spain, and Malaysia. That policy was subsequently expanded to include ordinary passport holders from Austria, Belgium, Hungary, Ireland, Luxembourg, and Switzerland<sup>2</sup>. In order to help international and domestic visitors source efficiently, and for exhibitors to put themselves in the path of target buyers, key product zones at the upcoming show include Accessories Vision, Beyond Denim, Digital Printing Zone, Econogy Hub, Functional Lab, Premium Wool Zone, SalonEurope, and Verve for Design.

### **Previous Autumn Edition’s exhibitors pleased with quality of 95,000 buyers**

Exhibiting last autumn, Mr Josh Lane, Regional Director, Far East of Holland & Sherry Asia attested to the effectiveness of the fair for bridging business gaps: “China’s market is huge. We’ve been selling in this country for probably 20 years, but we are still just

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<sup>1</sup> Comparison between Intertextile Shanghai Apparel Fabrics – Spring Editions 2023 and 2024.

<sup>2</sup> “Notice on Visa Exemption Policy”, May 2024, Chinese Visa Application Service Center, <https://bit.ly/3y4HQH2>. (Retrieved: May 2024)

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. The Trend Forum's fabric designs and textures are a very useful market update for me."

When visiting the previous Autumn Edition, Ms Yi Chen, Designer of Justin Allen Ltd, spoke highly of various features: "I listened to presentations from overseas trend and fashion experts, which provided us as designers with much unique, relevant inspiration. Intertextile Apparel is unmissable, and is one of our most important channels to capture the latest fabric trends and pattern designs. There has been a significant increase in overseas exhibitors, and I am very interested in the up-to-date designs and eco-friendly products, such as the recycled waste products from the Italy, Korea and Japan pavilions, and the All About Sustainability zone. This fair is the go-to place for innovative and sustainable fabrics."

"We are very happy that more consumers are requesting transparency, resulting in more companies increasing their sustainability efforts," said Autumn Edition exhibitor Ms Rinoa Zong, Marketing Manager of Testex (Shanghai). "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."

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside Yarn Expo Autumn, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai). For more details on this fair, please visit: [www.intertextileapparel.com](http://www.intertextileapparel.com).

Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held from 27 – 29 August 2024.

Other upcoming shows:

**Intertextile Shenzhen Apparel Fabrics**

5 – 7 June 2024, Shenzhen

**Intertextile Shanghai Home Textiles – Autumn Edition**

14 – 16 August 2024, Shanghai

**Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies**

26 – 28 February 2025, Ho Chi Minh City

**Press information and photographic material:**

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

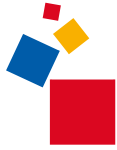
**Social media and website:**

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**Newsroom**



**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability) With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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\* Preliminary figures for 2023