

news +++ Intertextile Shanghai Apparel Fabrics
National Exhibition and Convention Center (Shanghai), China, 6 – 8 March 2024

intertextile
SHANGHAI apparel fabrics

Three days of seminars, six themed forums to ‘bolster international textile business’ at this week’s Intertextile Apparel

Shanghai, 4 March 2024. Set to open doors from 6 – 8 March, the comprehensive Spring Edition is one of the most important sourcing events on the calendars of buyers from across China and around the world. Beyond the booths of its over 3,000 exhibitors, who will cover 7 halls at the National Exhibition and Convention Center (Shanghai), the 190,000 sqm textile platform will play host to 35 seminars, forums, and panel discussions. Many of the show’s visitors will be drawn to various topics covering themes Design & Trend, Market Information & Business Strategies, Sustainability Issues, and Technology & Solutions.

Speaking a few days before the fair’s opening, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: “There are few places where the global apparel industry can effectively gather in such numbers. While opportunities of course abound across the show floor, our fringe programme’s diverse offerings this spring will go even further to bolster international textile business, and equip industry players with much-needed insights for on-trend sourcing.”

With many buyers seeking solutions for Spring / Summer 2025, the **Design & Trend** segment of the fringe programme is set to spotlight the Intertextile *Directions* Trend Forum’s theme TURBULENCE and its four distinct trends: Grace, Immersive, Switch, and Voices. Beyond the international trend forum in Hall 5.1, the following domestic trend forums will offer category-specific inspiration: Denim (Hall 7.1), Fashion Focus (Hall 6.2), Sustainability (Hall 6.1), and Technology & Functional (Hall 8.1). For more in-depth information, visitors can join one of three guided trend tours, or attend various related seminars across the three-day show.

To provide attendees with up-to-date insights in an ever-changing economic landscape, **Market Information & Business Strategies** will feature three events, including a presentation about the evolution of the TENCEL™ brand in China by Ms Maggie Li, China Head of Marketing & Branding, and Ms Julia Ulrich, Head of Product Management Textiles, both of Lenzing Group.

As one of the industry’s most important focuses, **Sustainability Issues** will be aligned to ‘Texpertise Economy’, the new umbrella for sustainability activities at Messe Frankfurt’s more than 50 textile trade shows worldwide. At Intertextile Apparel, related seminars comprise “2024 OEKO-TEX Standard Updates” by Hohenstein and Testex AG, “Threads of Innovation: Unveiling the Future of Textile Recycling” by HKRITA, and more.

Technology & Solutions, meanwhile, will encompass topics specific to innovation, with the main highlight being CCPIT-TEX’s Intertextile Forum.

All seminars, product presentations and panel discussions will take place in 5.1-K48 Forum Space, 5.1-K149 Textile Dialogue, and 6.1-J104 Talking Point. View the full fringe programme [here](#).

Wide spectrum of exhibitors to showcase up-to-date offerings

Joining the fair's over 2,600 Chinese suppliers, more than 450 exhibitors from 23 other countries and regions are preparing to capture the attention of a vast domestic and international market. Compared to last year's edition, new exhibiting countries and regions are Ethiopia, Indonesia, Peru, Singapore, and Spain. Others include Argentina, Australia, Denmark, Germany, Hong Kong, India, Switzerland, the Netherlands, the UK, the US, and Vietnam.

Although most exhibitors have been allocated more distinct booths, others have opted to join one of the International Hall's four country and region pavilions, three group pavilions, or two country zones:

SalonEurope

- France Zone
- Italy Pavilion
- Türkiye Zone

Asia

- Japan Pavilion
- Korea Pavilion
- Taiwan Pavilion

Group pavilions

- Korea Textile Center (KTC)
- Lenzing Pavilion
- OEKO-TEX Pavilion

Meanwhile, most suppliers will be grouped by product end-use, with categories including Accessories Vision (Hall 1.2); Beyond Denim (7.1); ladieswear (6.2 & 7.2); suiting and shirting (6.1); casualwear, synthetic leather and fur (7.1); as well as functional wear, sportswear, lingerie, and children and infants wear (8.1).

Looking forward to crossing paths with the show's various exhibitors, over 100 buyers from various associations will attend. These include the Association of Garments, Textiles, Embroidery, and Knitting (AGTEK); a delegation from the Hong Kong textile industry; the European American Chamber of Commerce & Industry; the Federation of Malaysian Fashion Textile and Apparel (FMFTA); the Malaysia Knitting Manufacturers Association (MKMA); and the Russian Association of Fashion Industry (RAFI).

A host of well-known brands will also be represented, with pre-registered brand buyers including Adidas, Forever21, Inditex, lululemon, Puma, SWAROVSKI, Truworths, Vivienne Westwood, and many more.

Pre-register for your visitor's badge [here](#).

As the apparel fair is held concurrently with Intertextile Shanghai Home Textiles – Spring Edition, Yarn Expo Spring, CHIC and PH Value, the entire textile value chain can be found under one roof, providing an extended platform for business networking opportunities.

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. For more details on this fair, please visit: www.intertextileapparel.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

Intertextile Shanghai Apparel Fabrics – Spring Edition will be held from 6 – 8 March 2024.

Other upcoming shows:

Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen

5 – 7 June 2024, Shenzhen (Futian)

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn

27 – 29 August 2024, Shanghai

Press information and photographic material:

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

Social media and website:

www.facebook.com/intertextileapparel

<https://twitter.com/Intertextile>

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Newsroom

The banner features a world map with a network of colored dots (red, blue, yellow, grey) connected by lines. The text 'TEXPERTISE the textile business network' is centered over the map. Below the text is a red button with the website address 'www.textpertise-network.com'. On the left side, there are two white circles: the top one contains '13 Countries' and the bottom one contains '50+ Trade fairs'. At the bottom, there is a horizontal bar with four colored segments: red ('Apparel Fabrics & Fashion'), green ('Interior & Contract Textiles'), blue ('Technical Textiles & Textile Processing'), and grey ('Textile Care').

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

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