

news +++ Yarn Expo Autumn

National Exhibition and Convention Center (Shanghai), China, 27 – 29 August 2024



That's a wrap: Yarn Expo Autumn facilitates global eco-transition with increased international participation and wider product offering

Shanghai, 13 September 2024. Welcoming nearly 22,000 buyers from 81 countries and regions to its recent edition, Yarn Expo Autumn leveraged its extensive network to build meaningful connections for nearly 540 global exhibitors from 15 countries and regions. Already a vibrant hub for East-West exchange, this edition saw a rise in domestic exhibitors and the inclusion of Germany and Thailand to the lineup, while international buyer numbers increased by 6.7%¹. As Asia's leading yarn and fibre trade platform, the fair not only offered an assortment of products and solutions from across the globe, but also committed to shaping a greener, more innovative industry at its various fringe events.

Speaking at the fair's conclusion, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "In the global economy sustainability is much more than just a passing trend, and this is especially true for textiles. As a member of Messe Frankfurt's Textpertise Network, Yarn Expo shares the endeavor to put the eco back in economy. As such, while giving a platform to an array of exhibitors, the fair especially served to promote the concept of the industry's green transition, with this a strong sourcing requirement for global yarn and fibre buyers. The diverse offerings and increased international participation at the fairground marked another successful edition, attesting to the fair's capacity to foster upstream industry advancement."

Yarns and fibres are of course utilised across the textile spectrum, with the show's visitor flow benefitting from the concurrently-held 30th anniversary of Intertextile Shanghai Apparel Fabrics, the CHIC fashion fair, and PH Value for the knitting industry. Seeing an overall rise in visitor numbers, Yarn Expo Autumn also witnessed a nearly 11% increase¹ in visitors attending for two or more days, with a wide range of buyers attracted by the show's diverse exhibitor composition.

Supplementing a portfolio of natural and man-made products, the fair added a new Silk Yarn Zone this year. Also on show were various quality cotton, recycled and bio-based yarns and fibres with high-functionality, as well as innovative products and solutions which utilised bottle flakes, castor beans, and more.

¹ As compared to Yarn Expo Autumn 2023.

Simultaneously, the three-day fringe programme gave insights to help guide the industry towards a greener future. At the New Fibre New World – Textile Materials Innovation Forum, intensive sessions were held on how to reduce environmental impact with new technology and materials, as well as the development of high-performance fibres. Specific topics covered bio-degradation, low-carbon traces and more.

Meanwhile, the Tongkun – China Fibre Fashion Trends 2024/2025 Display Zone also kept exhibitors and visitors up-to-date with the latest fashion trends, allowing industry players to strike a good balance between the pursuit of style and care for nature.

Exhibitors' experiences

“We first joined Yarn Expo in 2023 and saw significant benefits, prompting us to return this year with a larger booth. This year, the fair has attracted many international visitors. We aim to connect with suppliers, buyers, and partners who are interested in green products and we have met international and Chinese customers who share this interest. The concurrent fairs are an excellent opportunity to promote our yarns and gather market insights, as it brings together the entire value chain.”

Ms Nguyen Thi To Trang, General Director, Vietnam National Textile And Garment Group Vinatex Phu Hung Joint Stock Company, Vietnam

“Yarn Expo emphasises sustainability, featuring many exhibitors dedicated to green initiatives, which is crucial for the future of the fashion industry. It is the right platform to promote such products, observe industry practices, and potentially collaborate with others. Rooted in Shanghai, the fair also attracts many international visitors. We target international and especially Chinese customers, and have met new buyers today and secured new connections. Exhibiting in the International Yarn Zone is a good idea and we may consider expanding our booth next year.”

Mr Karuna Changmai, Vice President and Global Sales Head, Thai Acrylic Fibre Co., Ltd., Thailand

“We are promoting our 100% cotton yarns from Turkmenistan, as well as greige fabrics. I chose Yarn Expo because of its strong reputation among domestic and international buyers. We have met a lot of visitors including those from Germany, India, Italy, Pakistan, and Türkiye. We have found interest in sustainable products from European customers, as well as demand from Chinese buyers for cotton products. Overall, I am pleased with the fair's organisation and the response we have received, having met many new customers alongside our regular clients.”

Mr Jayket Desai, Director Sales, Purecot Linen Textile L.L.C., U.A.E

“Participating in Yarn Expo is our top priority due to its significant influence in the industry. This year, we are showcasing our super soft yarn with counts ranging from 32 to 60, which has received positive market feedback for its softness and skin-friendliness. Our main goals are to connect with existing customers, discuss the current industry landscape, maintain relationships, and gain essential insights into future industry trends. The buyers are professional, and those who came to our booth are our target customers, enhancing efficiency. The concurrent fairs have increased visitor traffic, and provided us with the opportunities to meet our customers at their booths.”

Mr Li Xu, General Manager, Fugou Chang Mao Textile Co., Ltd, China

Buyers' feedback

"Sustainability is a growing trend in the clothing design industry. This year, the area for sustainable products has expanded, as has the India Pavilion, and more exhibiting countries and regions are represented at the fair. I believe China's visa-free policy has contributed to the influx of overseas exhibitors and visitors. Yarn Expo has made significant strides in fostering international exchange, allowing me to better understand the needs of foreign buyers. The concurrent fairs integrate the entire industry chain, allowing visitors to find what they need within just two or three days – something that might otherwise take a year."

Ms Tang Wenting, Knitting Designer, Meige Clothing (Shanghai) Co., Ltd., China

"I am impressed by the product range and international scope of the fair. The Uzbekistan booths, India Pavilion and Pakistan Zone offer cotton products which many visitors are eager to find. I am also exploring new products from China, especially in polyester and nylon, and I would like to promote their 5.6 nylon. Each time I visit this platform I find something new, such as functional yarns and fabrics with unique properties. I appreciate the facilities and organisation of Yarn Expo and will definitely return next year."

Mr Sudhir Kumar, Business Development Manager, B.Tech (Textiles), India

"I came to explore specialty yarns, polyester yarns, and more, and I have found good collections and valuable contacts here, also discovering new products and technologies which I have not seen before. Yarn Expo is also doing a great job promoting sustainability. I took some samples of a Chinese yarn made from seaweed today, which I plan to buy when I return to India. The fair's fringe events, such as the trend forum, are beneficial to us as visitors."

Mr Shailesh Jain, Director, Shanti Rayons India Pvt Ltd, India

"Our company specialises in nylon DTY and DTY network yarn, equipped with advanced chemical fibre technology. We go to Yarn Expo annually, which gathers key manufacturers and enterprises, and serves as a barometer for market trends. We visited Yongrong Jinjiang at the fair and found their nylon fibre products particularly impressive. Yarn Expo allows us to engage directly with products, enhancing efficiency in our sourcing process. We plan to keep in contact with the enterprises we met for subsequent procurement consultation."

Mr Simon Zheng, General Manager, Shanghai Kingtex Chemical Fiber Tech Co., Ltd, China

Yarn Expo Autumn was held concurrently with Intertextile Shanghai Apparel Fabrics – Autumn Edition, CHIC, and PH Value. The four fairs brought the fibre and yarn, apparel fabrics and accessories, fashion, and knitted garments industries together under one roof, with the resultant synergy allowing exhibitors and buyers to maximise their business opportunities.

Yarn Expo Autumn is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. For more details, please visit: www.yarn-expo-autumn.com.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
26 – 28 February 2025, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, and Intertextile Shanghai Home Textiles – Spring Edition
11 – 13 March 2025, Shanghai

Press information and photographic material:

<https://yarn-expo-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

Social media and website:

facebook.com/yarn.expo

instagram.com/yarn_expo

www.yarn-expo-autumn.com



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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 around € 609 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). For more information, please visit our website at: www.messefrankfurt.com