

news +++ Yarn Expo Shenzhen
Shenzhen Convention & Exhibition Center (Futian), China, 11 – 13 June 2025

yarnexpo

Yarn Expo Shenzhen 2025 ‘sparked dynamic dialogue’ between industry players in South China

Shenzhen, 26 June 2025. Leveraging Shenzhen's geographical advantage and Guangdong's production strength, Yarn Expo Shenzhen welcomed nearly 40,000 visits from 64 countries and regions¹. The fair, which gave a platform to a range of yarn and fibre exhibitors, was held in conjunction with Intertextile Shenzhen Apparel Fabrics, BIRD Fashion Fair and PH Value, together providing a comprehensive trading platform for the entire textile value chain. Across the show floor, the highly accessible fair drove momentum for buyers and suppliers alike. The three-day sourcing event also presented key market trends, fresh concepts and cutting-edge products at its diverse fringe programme, highlighting growth, sustainability and innovation.



Yarn Expo Shenzhen gave a platform to a range of yarn and fibre exhibitors, complemented by fringe forums and display areas (Photo: Messe Frankfurt)

“The success of this edition underscores Yarn Expo Shenzhen’s importance for the textile industry, even amid economic uncertainties,” said Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd. “The show plays a crucial role in bridging the mid-year textile

¹ Together with its concurrent fairs

market gap in Guangdong, an area known for its strong manufacturing capabilities and efficient supply chain, with the venue well-connected to various destinations. I am pleased to see how Yarn Expo Shenzhen has sparked dynamic dialogue for South China's promising textile market, and fostered valuable sustainability and innovation exchange."

Held between the Spring and Autumn Editions in Shanghai, Yarn Expo Shenzhen offered an avenue for mid-year business exchange in the Greater Bay Area textile production hub. Catering to the needs of diverse sub-sectors, the fair showcased a comprehensive yarn and fibre collection across six major categories, including cashmere yarn, chemical fibre, cotton yarn, fancy yarn, metallic yarn, and wool yarn. Many of the products were developed around innovation and sustainability, such as Perino yarn (merino or cashmere blended with sustainably sourced New Zealand Brushtail Possum fibres) and eco-friendly Lyocell fibres. Overall, combined with Intertextile Shenzhen, the platform featured a total of around 650 domestic and international exhibitors onsite.

On the fringe programme front, diverse topics shaping the market were addressed at the New Fibre New World – Textile Materials Innovation Forum, including product development and application for green and functional fibres. Key samples were also presented at the China Fibres Fashion Trends and China Yarns Fashion Trends display zones, and the Green Fibre Certified Area, inspiring fairgoers to apply innovation and sustainability to their products downstream.

Exhibitors' feedback

"We are an established New Zealand woollen yarn spinner, with new products every year targeting high-end designers and manufacturers. Our award-winning blend of merino and possum offers enhanced warmth and reduced pilling, reflecting our commitment to quality, innovation and sustainability. Yarn Expo Shenzhen offers opportunities in the Greater Guangzhou area, where our customers and the knitting community converge, allowing us to access the promising Chinese market beyond Shanghai. We engaged with new and existing customers, and shared our story through events like the media tour for exposure. We plan to grow our presence via future fringe events."

Mr Jimad Khan, International Sales & Marketing Manager, Perino by Woolyarns, New Zealand

"As a leading supplier, and the president enterprise for vortex yarn branch of China Cotton Textile Association, our Group increasingly uses sustainable Lyocell blended yarns in response to brands' eco-conscious movement. This fair exceeded expectations, with quality and targeted buyers from China and abroad, and some expressed interest in placing orders. The mid-year fair does not overlap with overseas shows, reaches customers in Guangdong and the high-tech Yangtze River Delta, plus Shenzhen is convenient. The concurrent apparel textile and fashion shows are good for synergy since many exhibitors there are our customers. Our Group has also effectively promoted our brand and products at the forums. We will exhibit again next year."

Ms Vivi Hu, Vice General Manager of Sales, Jingyi Group, China

"We feature conventional gold and silver yarns, along with custom-made products, and target domestic customers within Guangdong. We joined this fair as we believe its location in the Greater Bay Area means it will have a good impact in Guangdong. We are pleased with the interested target customers we've met here. The fair's timing fills the spring and autumn sourcing gap. Exhibitors at the concurrent apparel fair are also our target, which drives additional traffic to our booth. The fair has created more market opportunities, and Futian's location and transportation are convenient."

Mr Chen Yingxiang, Head of Marketing, Flying String Co., Ltd., China

Visitors' comments

"The main purpose of my first visit to Yarn Expo Shenzhen is to find suppliers of yarn, fibre and fabrics in Shenzhen. As a trading company and manufacturer of garments and fabrics, we are interested in all types of yarn and fibre, including fancy, viscous, nylon, polyester and various blends. We are pleased with the variety of exhibitors onsite and have identified potential partners for collaboration. Building relationships with suppliers takes time, and this mid-year fair gives us enough time to explore different options as we prepare for the upcoming year. We look forward to returning next year."

Ms Juliya Drozdetskaya, Purchasing Manager, Mark Formelle IT, Uzbekistan

"This is my second time visiting Yarn Expo Shenzhen. I come to this fair since Shenzhen is close to Hong Kong, and it provides us with an additional opportunity to source. Yarn Expo Shenzhen allows us to strengthen connections with exhibitors and engage in in-depth technical discussions. I am primarily looking for cotton yarn and blended products for export, as well as new suppliers focused on sustainability. I can find exhibitors who meet these needs onsite. The fair brings together companies from various regions, including some we don't usually encounter, which is very beneficial for us."

Mr Edward Yeung, Shahid Textiles Limited, Hong Kong

"I was attracted to Yarn Expo Shenzhen by its comprehensiveness. With various fibre suppliers present, and some top domestic companies participating, I have come here to explore some yarns and fabrics, focusing on traditional products and those with competitive pricing. I also plan to visit the international exhibitors and learn about current trends through concurrent events. We are mainly based in Guangdong, and Shenzhen is very accessible. Yarn Expo Shenzhen provides buyers with an additional sourcing opportunity, and the concurrent fairs are convenient for buyers as well. We will participate next year."

Ms Yang Jing, Sales, Fusheng Textile, China

Yarn Expo Shenzhen is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; China Cotton Textile Association; and China Chemical Fibers Association. For more details on the fair, please visit: www.yarnexpo-shenzhen.com.

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn

2 – 4 September 2025, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

26 – 28 February 2026, Ho Chi Minh City

Press information and photographic material:

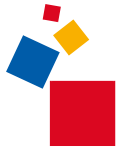
<https://yarnexpo-shenzhen.hk.messefrankfurt.com/shenzhen/en/press.html>

Social media and website:

facebook.com/yarn.expo

instagram.com/yarn_expo

www.yarnexpo-shenzhen.com

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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 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* 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 2024