

news +++ Yarn Expo Shenzhen
Shenzhen Convention & Exhibition Center (Futian), China, 9 – 11 June 2026

yarnexpo

Yarn Expo Shenzhen 2026 closes doors, advancing sustainable and innovative sourcing in South China

Shenzhen, 29 June 2026. Yarn Expo Shenzhen 2026 served as a strategically positioned mid-year sourcing platform for the Greater Bay Area, highlighting Shenzhen's role in connecting regional demand, supply and innovation exchange across the textile value chain. During the three-day fair, over 20,000 visits were drawn from 74 countries and regions¹, as exhibitors and buyers engaged with new developments in greener, performance-led, and value-added yarn and fibre solutions. Held in conjunction with Intertextile Shenzhen Apparel Fabrics and PH Value, the fair underscored the benefits of closer synergy and new materials across yarn, fabric and apparel platforms for the South China market.



Yarn Expo Shenzhen brought together a diverse line-up of yarn and fibre suppliers, supported by fringe forums and display areas that enriched the fair's sourcing and innovation focus. (Photo: Messe Frankfurt)

¹ Together with its concurrent fairs

“The strong participation seen at Yarn Expo Shenzhen this year showcased the fair’s growing role as a key meeting point for the Greater Bay Area’s textile industry,” said Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd. “By bringing sourcing and knowledge exchange together, the fair helped exhibitors and buyers respond more directly to evolving industry needs, while the fringe programme offered insights into the future of yarn and fibre innovation. We are encouraged to see the platform strengthen its relevance in the Greater Bay Area and support the industry in ways that are commercially meaningful and forward-looking.”

Gathering nearly 100 exhibitors, the fair recorded a marked increase in participation compared with the previous edition, signalling the demand for emerging yarn and fibre products. Buyers were drawn to the broad offering across five key categories, spanning chemical fibre, cotton yarn, fancy yarn, regenerated yarn and wool yarn, giving them a targeted view of current material directions. Among the featured exhibitors, Better International was a particular highlight, showcasing Tempsense® bio-based, temperature-regulating fibres and Collaskin® collagen fibres, while Jingyi Group spotlighted Lyocell blended yarns. Both garnered strong attention, reinforcing the fair’s emphasis on lower-impact and performance-driven yarn development.

Beyond the exchange on the show floor, this edition’s fringe programme added further perspective through a mix of display areas and focused seminar content. The Tongkun – China Fibre Fashion Trends Display Zone and the Green Fibre Certification Display highlighted creative direction, market-ready applications and pathways for greener fibre development. Meanwhile, the New Fibre New World – Textile Materials Innovation Forum and Green Fibre Eco-Forum offered forward-looking discussions on certification, recycling technologies and bio-based materials, giving participants added reference points for future material selection and product development.

Alongside Intertextile Shenzhen Apparel Fabrics’ innovation and sustainability features, including the Innovation Studio and Future Horizons Forum, these elements provided participants with a wider industry perspective, reinforcing synergy among the concurrent shows.

Exhibitors’ feedback

“Our company focuses on plant-based functional yarns, with patented products such as thermoregulating, ginger and herbal cotton fibres that offer versatile performance benefits. At this edition, buyers were particularly interested in the functionality and green certifications of our products, and we met many new contacts from Southeast Asia and across the Greater Bay Area. The sustainability-focused forums also played an important role, helping buyers understand the latest eco-trends and then experience these materials firsthand at our booth.”

Ms Amy Dong, Marketing Manager, Better International Holding (HK) Limited, Hong Kong

“We specialise in high-end cashmere yarns and fabrics made primarily from biodegradable protein fibres, targeting the mid- to high-end market and working closely with designers and brands. The visitor profile at Yarn Expo Shenzhen aligns well with this positioning, as we met buyers from Hong Kong, mainland China and overseas who are actively looking for premium, sustainable materials. As sustainability becomes a global priority, we believe premium and green products will drive future demand. This

edition met our expectations, and we will continue to participate next year.”

Ms Mary Xu, Vice President, General Manager of Sales and Marketing, Top Line (Ningbo) Textile Co Ltd, China

“As a leading enterprise in vortex-spun yarns and the president enterprise for the vortex yarn branch of China Cotton Textile Association, we continue to align with brands’ sustainability goals by developing and promoting sustainable Lyocell blended yarns. The mid-year timing helps us avoid peak overseas exhibition periods while reaching key customers in the Pearl River Delta and Yangtze River Basin, two core textile technology regions. The concurrently held Intertextile Shenzhen is highly relevant to our business, and many exhibitors are already our customers, creating valuable cross-market exchange.”

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

Visitors’ comments

“We provide sourcing services for local weaving mills and fabric wholesalers, helping them connect with yarn and fabric suppliers in China. We visited to look for functional and distinctive yarn products, and have already found a supplier with excellent quality. Their protein-based yarns offer both great texture and fabric performance, making them well suited to the Korean market’s demand for functionality and comfort. Overall, this trip met our expectations, and Shenzhen’s efficient transport links and visa arrangements also encouraged our participation.”

Ms Kuem Ryun An, President, Nice Vesta Co Ltd, Korea

“This is our first time at Yarn Expo Shenzhen. We are a dealer and importer from India, supplying yarns to local manufacturers. We mainly work with fully drawn yarns (FDY) and draw textured yarns (DTY), and we came here to explore new opportunities, with a particular focus on functionality. We found the product range here comprehensive, and travelling from India to Shenzhen is very convenient. Having both raw materials and apparel under one roof is a great advantage, and I plan to visit the apparel section as well.”

Mr Jay Munjani, Director, Sagar Texoline, India

“We came to this fair to expand our customer base and find products with stronger functionality and sustainability. The products on display matched what we were looking for, and the range of categories was very broad. On the first day, we already identified several potential partners. We also attended the concurrent fairs’ forums, which gave us a clearer sense of industry directions and helped us identify the products we need. The fair’s timing fills the gap between the spring and autumn seasons. We plan to return next year.”

Mr Pengcheng Song, Phase Change Energy Storage (Beijing) Technology Co Ltd, 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: <http://www.yarnexpo-shenzhen.com>.

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
25 – 27 August 2026, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT)
24 – 26 February 2027, 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.yarn-expo-shenzhen.com



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Background information on Messe Frankfurt

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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 2025