

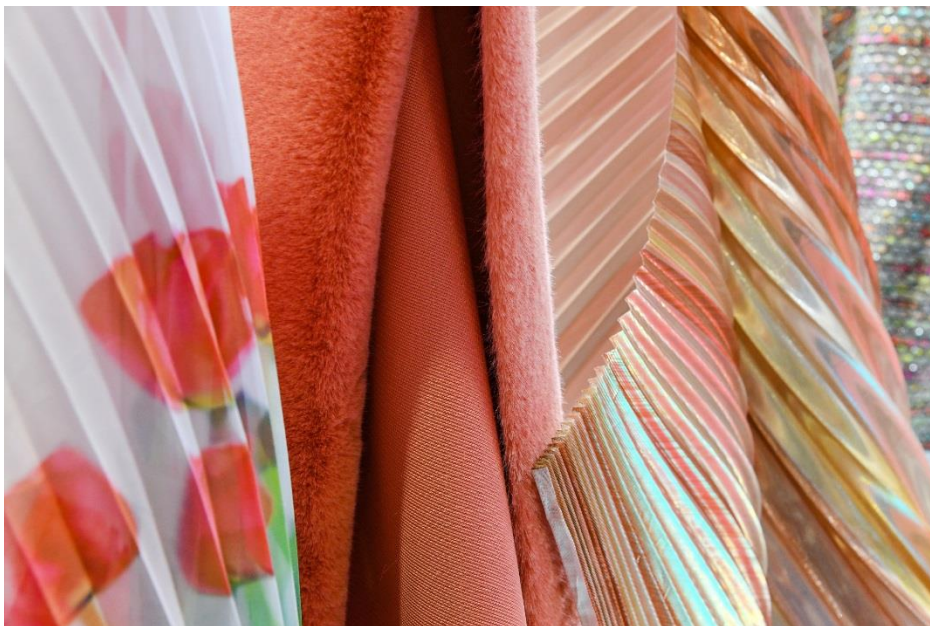
Press release

April 2019

Intertextile Apparel marks a milestone: 25 years of serving the industry

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ITSA19 PR1 en

Intertextile Shanghai Apparel Fabrics will return from 25 – 27 September at the National Exhibition & Convention Center (Shanghai). This year marks the 25th anniversary of the Autumn Edition, and 2019 has already proven to be an exciting year for Intertextile. In March, the Spring Edition experienced yet another 15% increase in visitor numbers and strong positive feedback from exhibitors. Despite global trade concerns, this fair proves itself time and time again as the ideal place to make valuable connections and capture new potential in the market.



Something new can always be found at Intertextile Apparel

One global apparel textile flagship, 25 years strong

Intertextile was first held in 1995 with 123 exhibitors and 7,000 trade buyers. Since then, the fair has rapidly expanded and globalised. The 2018 Autumn Edition welcomed 4,480 exhibitors from 33 countries & regions and around 78,000 trade buyers^[1] from some 110 countries & regions. The fair's international aspect welcomes opportunities from all around the world, while its location in Shanghai offers the chance to take advantage of China's strong economy and apparel industry.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Rd, Wanchai, Hong Kong

There is a place for every apparel textile product at the fair, with well-established product zones and country & region pavilions including:

- **SalonEurope:** featuring high-end products from Europe, including pavilions from Germany and Turkey, as well as Milano Unica from Italy.
- **Asian country & region pavilions:** presented by Hong Kong, India, Japan, Korea, Pakistan, Taiwan and Thailand.
- **Group pavilions:** from Lenzing, Invista, Hyosung, DuPont, Korea Textile Trade Association (KTTA), Korea Textile Centre (KTC) and OEKO-TEX (in the All About Sustainability zone).
- **Product zones:** Functional Lab, Beyond Denim, All About Sustainability, Digital Printing Zone, Verve for Design, Premium Wool Zone and Accessories Vision.

New season of inspiration and flexible order services

The fair will host a comprehensive fringe programme for visitors and exhibitors to enhance their trip with the latest market information and opinions. Visitors can discover a new season of inspiration, for both international and domestic Autumn / Winter 2020-21 trends, at the Intertextile *Directions* Trend Forum and the Fabrics China Trend Forum. Intertextile Apparel also aims to foster innovation and creativity at the China International Fabrics Design & Fabrics Creation Competition. The fringe programme will also include seminars and panel discussions covering key industry topics, as well as product presentations from leading exhibitors.

To meet flexible sourcing needs, the fair will offer a database of exhibitors offering small-order and product-in-stock services. The Business Matching Programme will also arrange onsite meetings between exhibitors and VIP buyers, with interpreters available on a first-come-first-serve basis. More details will be announced soon.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2019 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. Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: www.texpertise-network.com.

[1]: Figure includes visitors from concurrent shows CHIC and PH Value who also visited Intertextile Shanghai Apparel Fabrics – Autumn.

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Notes to editors:

Download press materials

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2019/ITSA19-PR1.html#download>

Intertextile Shanghai Apparel Fabrics –
Autumn Edition 2019
Shanghai, China
25 – 27 September 2019

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Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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

*preliminary figures 2018