

Press

September 2017

Press Release
Yarn Expo Autumn 2017
National Exhibition and Convention Center (Shanghai)
Shanghai, China, 11 – 13 October

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YarnExpoAutumn1702-e

Green products to be centre stage at October's Yarn Expo Autumn

Debut BCI Pavilion joined by Sateri and Birla Planet Pavilions to showcase eco-friendly products

Six special display zones cater to latest industry trends

Green products continue to be sought after more and more by consumers nowadays, and textiles are no exception. In order to promote sustainable development throughout the industry, a number of yarn and fibre manufacturers have endeavoured to introduce green products into the early stages of textile production, and Yarn Expo, as the leading yarn and fibre business platform in Asia, serves as an ideal stage for these suppliers to gain exposure to buyers looking for such products.

Debut BCI Pavilion joined by Sateri and Birla Planet Pavilions to showcase eco-friendly products

Amongst a record number of exhibitors at this October's Yarn Expo Autumn, the debut BCI Pavilion as well as the Sateri Pavilion and Birla Planet Pavilion that include eco-friendly products are certainly amongst the highlights this year. Better Cotton Initiative (BCI) is a global organisation with more than 1,000 members including spinners, weavers and garment manufacturers throughout the entire cotton sector. It aims to promote sustainable cotton production, benefiting workers, customers and the environment as a whole. They will form the BCI Pavilion in Yarn Expo for the first time, with five spinners showcasing their cotton yarn manufactured with eco-friendly cotton.

Sateri is a well-known brand in China which specialises in viscose rayon. This natural and high-quality fibre is made from trees grown on renewable plantations. They are the largest producer of viscose fibre in China with three mills and an annual capacity of 550,000 tons, and also have Oeko-Tex certification. This October, nine other domestic exhibitors will form the Sateri Pavilion to demonstrate their comfortable textiles and skin-friendly hygiene products made from viscose fibre.

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With over 50 years of experience in manufacturing cellulosic fibres, Birla Group strives to provide greener, purer and safer products to its customers. The Group has operated in China for three years now, and values Yarn Expo's effectiveness in helping them to promote their brand and attract a wide range of buyers. "We managed to get connected with a number of downstream buyers at the fair. We have introduced our company and products to them that there is great chance for future cooperation." said Mr Peter Dong, Senior Manager of Aditya Birla Group. Coming back this year, the Birla Planet Pavilion will feature three of their highlighted fibres – Birla Viscose, Birla Modal and Birla Spunshades at the fair.

Six special display zones cater to latest industry trends

The textile industry in China is undergoing a structural change with keen competition, so domestic suppliers have to develop innovative and quality products to satisfy the ever-changing markets. To match the specific needs of various buyers, Yarn Expo has established six distinct display zones gathering the leading domestic companies, namely Colourful Chemical Zone, Natural Cotton Yarn Zone, Fancy Yarn Zone, Quality Wool Zone, Green Linen Zone and e-Commerce Zone.

Not only are a number of chemical fibre products with innovative, eco-friendly and health & comfort properties on offer from exhibitors, but visitors can also gain insights into product trends in these areas from the 2017/18 China Fibre Trend Area and Innovative Textile Material Forum, both of which feature in the Colourful Chemical Zone. The Natural Cotton Yarn Zone is another highlight of the three-day show, where exhibitors will showcase their natural cotton yarn and a range of functional products. Around 50 suppliers will also showcase their latest collections in the expanded Fancy Yarn Zone.

In response to the strong demand for fibre and yarn products in China and the Asian region, the coming autumn edition of Yarn Expo will double its exhibition space, and will accommodate around 500 global yarn suppliers from 13 countries and regions. Together with Yarn Expo Autumn 2017, three other textile trade fairs are held concurrently from 11 – 13 October in the same venue: Intertextile Shanghai Apparel Fabrics – Autumn Edition, PH Value and the China International Fashion Fair (CHIC).

Yarn Expo Autumn is organised by Messe Frankfurt (HK) Ltd; The Sub-Council of Textile Industry, CCPIT; China Cotton Textile Association; China Wool Textile Association; China Chemical Fiber Association; China Bast & Leaf Fibres Textiles Association; and China Textile Information Centre.

For further information, please visit: www.yarn-expo-autumn.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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 | www.congressfrankfurt.de | www.festhalle.de