

news +++ Intertextile Shanghai Home Textiles
National Exhibition and Convention Center (Shanghai), 14 – 16 August 2024

intertextile
SHANGHAI home textiles

Crafting comfort, sustainable connections: Intertextile Shanghai Home Textiles concludes 30-year milestone edition

Shanghai, 23 August 2024. After celebrating 30 years of actively contributing to the advancement of China's home and contract textile sector, Intertextile Shanghai Home Textiles has once again drawn curtains at the National Exhibition and Convention Center (Shanghai). From 14 to 16 August, Asia's leading industry platform hosted 946 exhibitors from 15 countries and regions, who engaged with more than 35,000 visitors from 108 countries and regions across the four-hall, 100,000 sqm exhibition space. Visitor numbers increased by 10% overall compared to the previous edition, with 13% of the total made up of overseas buyers, further highlighting the show's internationality. Global industry players across the event, from suppliers and buyers to fringe speakers, noted their satisfaction relating to positive business exchange, the prevalence of sustainable products and design inspiration, and more.

At the show's close, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, remarked on the positive spirit of trade at this edition: "For our 30th anniversary, the fairground was overflowing with dynamic interactions from enthusiastic industry players. I was happy to welcome many returning exhibitors and visitors to the show, especially those who have witnessed the growth of our fair – from 123 exhibitors at the first cross-sector Intertextile fair to around 1,000 exhibitors in just the home textile segment this year. The fair now offers 14 product zones with a comprehensive selection of products, catering to international and domestic visitors across the industry. Over the next decades, we look forward to new chapters, as we continue to keep pace with the everchanging industry and buyer demands."

Globally connected marketplace for fostering connections

With the support of Messe Frankfurt's strong network across the global industry, Intertextile Shanghai Home Textiles has become an inclusive business platform that connects major industry players from the East and West. Comprising the Türkiye Pavilion, Uzbekistan Pavilion, Belgium Zone and various individual overseas exhibitors, the stage was set for suppliers seeking business connections in the world's leading textile production hub.

International and domestic exhibitors covering sub-sectors such as bedding, editors, curtains, and carpets, presented their latest designs and innovations in Halls 5.1, 5.2, 6.1, and 6.2. Highlighted exhibitors included 3M China Limited, HAINING QIANBAIHUI WEAVING CO LTD, Weavers Tekstil San Ve Tic A S, Zhejiang Maya Fabric Co Ltd, Zhejiang Xiaoxuanchuang Household Co Ltd and more.

A regular in the Editors Zone, which showcases high-end upholstery fabrics, wallcoverings, and bedding, Ms Ying Gao, General Manager of Beijing Ya Da Home Decoration Articles Co Ltd, said: "We have participated at this international event almost

every year. For the 30th anniversary, we were pleased the organiser invited many overseas buyer delegations, introducing more high-quality clients to us. This show is not just an excellent stage for us to showcase our latest products, technologies, and services, but also an important opportunity to explore new cooperation with existing customers. We also hope to gain insights of industry dynamics and technological trends, and then adjust our strategies to ensure our brand is always at the forefront of the industry.”

An important segment of the fair’s numerous visitors, 17 buyer delegations from 16 countries and regions pre-registered and visited the sourcing platform, including manufacturers, designers, buying houses, distributors, chain stores and retailers from Algeria, India, Indonesia, Japan, Malaysia, Moldova, Morocco, Myanmar, Philippines, Russia, Thailand, Vietnam and more. Not to mention, VIP buyers from all over the world utilised the platform to meet annual sourcing targets.

Long-term VIP buyer Ms June da Silva, Director of Hertex from South Africa, gave her perspective on the show’s status: “This is my 19th or 20th time representing Hertex at Intertextile Shanghai Home Textiles. The prices remain good; the biggest improvements have been communication and product quality, and the exhibitors are always forward-looking with colour. Around 70% of our inventory either comes directly from China or via Europe from China. This show is essential, and has become more and more important to us as one of our first choices for sourcing worldwide.”

Sustainability a central theme of fair’s success

Every year, the evolving platform aims to reflect market trends, and has identified green progress as one of its major focuses going forward. As such, this edition’s comprehensive fringe programme highlighted a series of sustainability events: Bridging Borders: A Designer x Producer Talk on Sustainability; About Healing; Sustainable Fibre Forum in Home Textiles; product presentations from fibre producers such as 3M , Advansa, and Indorama; as well as a special session to explain the Econogy concept that represents sustainability activities in the company’s Texpertise Network. The show welcomed designers and guest speakers from Europe and the Middle East to add overseas perspectives to the discussions.

Ms Anja Bisgaard Gaede, CEO of SPOTT trends & business, highlighted the green aspects under the ‘Healing Home’ trend concept: “As a trend designer, I looked at what is important for the industry and for me personally. Among the eight key trend directions, I think Bio-engineered Innovations and Circular Systems are most essential as they can have a massive impact on how we make textiles. And both of them, along with Regenerative Possibilities, are closely related to sustainability, which is the way the industry needs to move forward. China is a large producer for textiles, and there is definitely potential for more collaborations between designers and producers.”

Another of the fair’s highlights was the Ikkasas Japanese Home Design Gallery, which expanded to five furniture brands integrating sustainability into their unique but practical pieces. Other eco-friendly suppliers across various product categories, such as Global Textile Alliance Belgium NV, Hangzhou Longshi Textile Co Ltd, Mobus Fabrics Ltd, and Zhangjiagang Coolist Life Technology Co Ltd, showcased their latest innovations at a show that is moving with the times.

A returning Japanese exhibitor, Mr Runhao Ma, General Manager of Overseas Sales & Production Dept of Toyo Orimono Co Ltd noted the increasing demand for sustainable products: “Previously, only about 10% of our Japanese customers were looking for these products, but now 50% to 60% of our customers have such demands. Our company uses yarns made from recycled PET bottles and water-saving dyeing methods, and half of the yarns we use are made from eco-friendly materials. This is one of the best international

fairs in China to expand our reach to domestic and overseas buyers, which is why we continue to exhibit here. As the fair enters its 30th year, I feel there are more visitors this year. On the first day, we had already connected with more than 60 groups of very interested buyers.”

Exhibitors’ experiences

“At Intertextile Shanghai Home Textiles we can see our Chinese customers and customers from Europe, the US, the Middle East, and from the Far East such as Taiwan and Vietnam. This is a meeting point, to talk about future orders and new items, and there are more international customers here than last time. China’s market is big and our advantage, being from Türkiye, means our products are imported, which the market equates to good quality.”

Mr Mehmet Oztoprak, Manager, Küçükçalık Tekstil Sanayi ve Ticarat A.S, Türkiye

“This year’s show is even better than last year. We came here to connect with new clients, and we have met with a lot of our targeted Chinese customers. Before coming to the fair, our designers looked at its trend guide to see if we could link our products to those trends, because sometimes visitors look for that. I am happy that this international platform brings together the East and West. China’s visa-free policy means visitors from more countries can now easily attend and boost the visitor flow. I will definitely join the next edition.”

Mr Ricardo Marques, International Sales, Tela’s Design, Portugal

Visitor’s feedback

“My company is focused on the hotel and hospitality sectors, which require textile products such as bedding, curtains, and more. This time, I am particularly looking for outdoor fabrics relevant to our latest outdoor furniture projects. This fair has good quality products with very reasonable prices. The exhibitors I have interacted with provided detailed technical information, which was very helpful for sourcing. I am planning to come back again next year with more specific product requirements for our hotel projects, so I can engage exhibitors more directly on those needs.”

Mr Jirawat Tangkijngamwong, Deputy Managing Director, Deesawat Industries Co Ltd (President of the Thai Furniture Association), Thailand

Fringe programme participant’s insight

“The speech focused on Gensler’s large number of sustainability strategies and activities, and three key projects that showcase creative use of textiles. Events like this are really good on their own no matter the topic; the encounters and opportunities potentially arising from them are always great for manufacture. On the fairground, it’s really great to see some manufacturers taking the sustainability theme very creatively and some of their stands are very attractive.”

Mr Saverio Quaia, Senior Interior Designer, Gensler

(Speaker: Weaving Paths to Sustainability and the Importance of Textiles in Interior Design)

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

Press information and photographic material:

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

Social media and website:

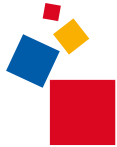
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Newsroom



The banner features a world map with a network of colored dots (red, yellow, blue, grey) connected by lines. Text on the map includes:

- 13** Countries
- 50+** Trade fairs
- TEXPERTISE** the textile business network
- www.texpertise-network.com

At the bottom, there are four colored bars representing different textile sectors:

- Apparel Fabrics & Fashion (red)
- Interior & Contract Textiles (green)
- Technical Textiles & Textile Processing (blue)
- Textile Care (grey)

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