

Press release

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## Intertextile Shanghai Home Textiles – Spring Edition concluded with increasing popularity and solid business outcomes

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**This year's Intertextile Shanghai Home Textiles – Spring Edition attracted 25% more exhibitors and 6.8% more visitors, proving once again to be an effective occasion to capture business during China's peak sourcing season for home textiles finished products. The three-day show welcomed a total of 22,296 visitors (2018: 20,870) from 60 countries and regions to connect with 291 exhibitors (2018: 232) from 10 countries and regions.**

“The spring fair fits well in the sourcing season in China, so our exhibitors can always meet a strong number of buyers at this fair. The four concurrent fairs have further enriched the visitor profile, allowing suppliers to promote their brand and launch new products more extensively. The show also succeeded in satisfying visitors with a wide range of home textile products ranging from bed linen, pillows, mattresses, and cushions, towelling products to textile designs, machinery, silk products and more,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd said.

### Fringe programme gets the industry inspired

The comprehensive fringe programme is one of the show's highlights that continues to draw participants' attention. This year, the show cooperated with Tmall, aiming to connect the entire industry with more innovative ideas. A series of seminars discussing some of the most debated topics, including domestic consumption upgrade, took place. As one of the expert speakers taking part, Mr He Shu, Home Business Unit Integrated Marketing Expert from Tmall Business Group praised the collaboration with the fair organiser. “The fair provides a good opportunity for Tmall to connect to the entire industry chain, while the seminar section allows us to network with different manufacturers and buyers effectively.” Apart from Tmall, some of the leading home textiles companies also shared their thoughts on trends, automation solutions, application of new materials and other subjects, bringing valuable insights to the attendees.

### Exhibitors' opinions

“The demand for Australian wool is increasing all the time. The potential for us in the China market is huge and our product is in high demand. Our purposes are to meet new buyers and to represent our brands, and the fair is helpful for this.”

*Mr Barry Young, Managing Director, Jaspa Herington Pty Ltd, Australia*

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

“We choose to exhibit in Intertextile Shanghai because of the high visitor flow. Compared to other fairs we’ve been to, we met more potential customers here. Amongst the customers that come to our booth, some are local factories while some are agents. There are also serious buyers from Singapore and Latin America. They are all interested in importing our cotton towels.”

*Mr Sachin Pahal, Anubhav Terry Craft India Ltd, India*

“We are here to discover the Chinese market and to see if there are possibilities to bring our European style products to the Chinese market. It turned out we have had some very good contacts. I can see a lot of professional buyers here and I like the show.”

*Mr Luc Vanderbauwhede, CEO, Mistral Home Nv, Belgium*

“The new products we’ve brought to this show, including double-layered fabrics for duvets and silk substitutes, received very good feedback from buyers. There are a lot of visitors coming to our booth and they all showed interest in our new products.”

*Ms Song Xiang Lan, Manager, GSI CREOS CHINA CO Ltd, Japan*

“We have met a large number of domestic wholesalers. They have made appointments to visit our factory and start reserving our products. We have met more customers in this Spring Edition than the past; the result is beyond our expectation.”

*Mr Dongjie Pu, Business Manager, Jiaxing Huabo Silk Blanket Co., Ltd, China*

“We are amazed that our booth attracted many European and American wholesalers. The show also helps us to accurately learn about the industry trends.”

*Ms Angela Yu, Sales Manager, Suzhou Rofun Textile Technology Co., Ltd, China*

### **Buyers’ comments**

“I can see a lot of potential suppliers here, and I will visit their factories for possible cooperation after the fair. Intertextile Shanghai has always been my first choice as it helps with my sourcing. This year, I am especially satisfied with the quality of the domestic companies here.”

*Mr Mohamad Hammoud, Representative, PHOENIX, UAE*

“I can find some new products and ideas at every year’s Intertextile Shanghai Home Textiles. Chinese companies are definitely my target as their production technique and services have been very impressive. Here I can check out the latest product collections ranging from fabrics and bedding products to textile machines.”

*Mr Dharia Farasram, Hwa Sung Trading Company, Korea*

“I visit Intertextile Shanghai Home Textiles every year as it is a good occasion to learn about the latest industry trends. There are more visitors this year than last year’s show. The fair has gathered a number of well-known brands, and I am satisfied with the quality and quantity of the

exhibitors.”

*Mr Jianming Lu, Purchasing Manager, Allhealth, China*

“The exhibitors and product quality are particularly good this year and we have found some ideal suppliers. In my opinion, the fair is undoubtedly one of the best in the industry where we can make contacts with more partners.”

*Ms Ying Jiang, Business Manager, Jiaxing City NAIXI Textile Co., Ltd, China*

The next Intertextile Shanghai Home Textiles is the Autumn Edition, which will be held from 28 – 31 August 2019. 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).

To find out more about this fair, please visit: [www.intertextilehome.com](http://www.intertextilehome.com).  
For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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#### **Download a selection of pictures from the fair**

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

#### **Further press information & picture material**

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

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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](http://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](http://www.messefrankfurt.com)

\*preliminary figures 2018

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