

Press release

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## Intertextile Apparel announces dates for Shanghai Autumn Edition and Shenzhen show, enabling year-round sourcing

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**Fairgoers can now update their global event calendars as Intertextile Apparel confirms the dates for the two shows to be held in the latter half of 2021. Intertextile Shanghai Apparel Fabrics – Autumn Edition will take place from 25 – 27 August at the National Exhibition and Convention Center (Shanghai). And for the first time, Intertextile Shenzhen Apparel Fabrics will take place in November and will again be held at the world’s largest exhibition venue, the Shenzhen World Exhibition and Convention Center. The Shenzhen show will run from 3 – 5 November. Intertextile Apparel’s 2021 fair dates ensure that participants can benefit from year-round access to both East and South China markets, as well as South East Asia markets and beyond.**

With the announcement of the newly confirmed 2021 show dates, Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd, said, “Following the success of the previous two editions last September and this March despite the unsettled business climate, we are very much looking forward to maintaining Intertextile’s position as a global textile apparel textile flagship. With the confirmed dates of the two editions in the second half of the year, accompanied by a fast recovering Chinese market, Intertextile provides the industry with a year-round stable platform, to promote market recovery and success.”

Participants at the previous Autumn Edition, noted the importance the fair carries for the industry, along with their appreciation for the platform as a means to reconnect and facilitate business interactions. “We continue to return to Intertextile because it is one of the largest, most well-known and influential platforms within the textile industry. Annually, the fair attracts large crowds of quality buyers,” said Mr Kenny Liu, Sales Manager at Shanghai Hansk New Materials Technology Co Ltd.

“I have been working in the apparel industry for nearly 30 years, and have been visiting Intertextile Apparel, both the Spring and the Autumn Editions, on a yearly basis. I think this fair is a great platform as everyone here is professional and our clients always attend this fair too,” noted Mr Sun Xu, Sourcing Manager at Richland Liaoning International Co Ltd.

Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held alongside four concurrent shows: Intertextile Shanghai Home Textiles – Autumn Edition, Yarn Expo Autumn, CHIC and PH Value. Together, the fairs encompass the entire supply chain for the textile industry, forming a

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
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one-stop sourcing platform under one roof.

## **Intertextile Shenzhen will take place in November to suit regional sourcing calendar**

Ms Wen moved on to talk about why the Shenzhen show will take place later in the year: “Several factors formed the decision to hold the Shenzhen show in November this year, instead of in summer as in previous years. Firstly, feedback from our exhibitors has shown that they prefer the show to commence towards the end of the year. This is in part due to the slightly later sourcing seasons for the southern China and Southeast Asian regions, which are the main target markets for the show, as they tend to occur later on, particularly for A/W ladieswear.”

She continued: “To add, since the Shanghai Autumn Edition has been brought forward slightly to suit trends in the global event and sourcing calendar, the November date for the Shenzhen edition means that the three shows are now better-spaced apart. So as the timing of the sourcing seasons continues to evolve, we need to ensure that we are adapting to the market and industry’s needs accordingly,” Ms Wen finished.

Exhibitors and buyers at the newly rebranded Intertextile Shenzhen Apparel Fabrics in 2020 enjoyed the opportunity to access the market and potential in China’s ‘fashion capital’. “We’ve exhibited at Intertextile for nearly 20 years, and decided to exhibit here because Shenzhen is located at the heart of the Greater Bay Area, which is a base for many domestic fashion brands. The Greater Bay Area is a hot topic in recent years. This makes Intertextile Shenzhen a not-to-be-missed event for the industry,” said Mr Liu Weilong at Huafang Co Ltd.

“We like to source from companies in the southern China region as they are known for having a focussed work etiquette, quick response times and for having a deep understanding of buyer’s needs,” explained Mr Harbinder Rattha, Vice Chairman at Roverco Apparel Co.

Following the successful model of the Shanghai editions, Intertextile Shenzhen Apparel Fabrics will take place concurrently with Yarn Expo Shenzhen, CHIC and PH Value as it did for the first time in 2020.

Both Intertextile Shanghai Apparel Fabrics – Autumn Edition and Intertextile Shenzhen Apparel Fabrics are organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center. For more details, please visit:

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en.html> and <https://intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en.html>.

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: [www.texpertise-network.com](http://www.texpertise-network.com).

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Intertextile Shanghai Apparel Fabrics –  
Autumn Edition 2021  
Shanghai, China  
25 – 27 August 2021

Intertextile Shenzhen Apparel Fabrics  
2021  
Shenzhen, China  
3 – 5 November 2021

Notes to editors:

### **Download this press release**

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2021/ITSA21-PR1.html>

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

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

<https://intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en/press/press-releases.html>

### **Newsroom**

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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. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 2020

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