

news +++ Intertextile Shenzhen Apparel Fabrics
Shenzhen World Exhibition and Convention Center, China, 6 – 8 November 2023

intertextile
SHENZHEN apparel fabrics

Intertextile Shenzhen concludes: entire value chain connected at extensive edition

Shenzhen, 22 November 2023. Stretching across the apparel textile spectrum, from fibres to garments, nearly 1,500 exhibitors representing 16 countries and regions showcased textiles with applications appropriate for every occasion. Combined with Yarn Expo Shenzhen, DPARK (Fashion Design), and PH Value, the fair received over 22,000 visits, with buyers hailing from more than 60 countries and regions. As such, the three-day show, held from 6 – 8 November 2023 at Shenzhen World Exhibition and Convention Center, proved to be an important gateway for China-global textile trade. Intertextile Shenzhen Apparel Fabrics is seen by many in the industry as an effective supplement for the Autumn Edition held in Shanghai, with key players drawn to the former's Greater Bay Area (GBA) location, stronger focus on ladieswear, and numerous Asian exhibitors and buyers.

Speaking at the fair's conclusion, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, expressed her satisfaction at the industry's regathering in South China: "The GBA, particularly Shenzhen, is one of the world's most important textile regions, in terms of manufacture, export, and consumption, and also a hub for new technology. This intersection was key to attracting a record number of exhibitors to this edition, with high-quality, on-trend, and sustainable elements in evidence across the show floor and at our business-friendly fringe programme."

Fairgoers benefitted from the ecological and innovational insights afforded by over a dozen seminars, forums, and discussions, while booths contained a wide variety of ladieswear, accessories, functional wear, and more. Ms Shea added: "As well as fabric suppliers, upstream and downstream exhibitors are crucial to this fair's ongoing success. One of this edition's most exciting developments was the successful debut of the Garment Zone, which we are looking forward to building on next year."

With much to explore across the 75,000 sqm fairground, key players in attendance included overseas visitor delegations from the Malaysia Knitting Manufacturers Association and the European American Chamber of Commerce, as well as the China Super-Buyer Delegation representing ANNIL, EEKA Fashion Group, Gloria, Supin, TITIKA Active Couture, and more. Additional VIP buyers included AIGLE, EVISU, Polo Ralph Lauren, and Under Armour, with over 200 business matching meetings taking place onsite.

Exhibitors strengthened partnerships and forged new connections

"Shenzhen is one of the next key markets that we want to develop. We have brought a range of new fabrics specifically developed for the domestic market. This fair continues to

attract quality Chinese customers, including exporters, niche brands, and online shops, who are increasingly demanding sustainable and functional textiles, and a wide range of fabrics. Very target-oriented in sourcing, the customers in this market segment are quite different from those we met at Intertextile Apparel in Shanghai. Therefore, Intertextile Shenzhen is a crucial channel for us to expand our connections with new clients.”

Mr Zheng Wang, International Division Sales Dept, Sunwell Co Ltd, Japan

“Most of our major customers are in the US and Europe, which have high requirements for traceability and transparency. Initially, we only produced labels and stickers, then RFID labels and tags, and now also integrated data management. We have met more international buyers than domestic ones at this fair, but there are also many visitors today who are not from Europe. Supposedly there are a lot of garment producers in Shenzhen and nearby cities, and we want to explore customer bases in South China.”

Ms Jamie Zhu, Marketing Assistant Manager, Maxim Company (HK) Ltd, Hong Kong

“Shenzhen is a fashion city, therefore it benefits us that garments can be showcased at this show, which is more focused on ladieswear. Our target is to sell fabrics and garments, especially in the Chinese market. We are showcasing warp knit fabric, circle knit fabric with high gauge microfibre, and our outerwear and innerwear apparel range. Functions include recycled yarn, water management, quick dry, antibacterial, and anti-odour. Most brands are moving towards recycled, biodegradable, and bio-based products.”

Mr David Chan, Director, PT. WinnerSumbiri Knitting Factory, Indonesia

“We operate in two main business areas, testing, with a niche focus on down feathers, as well as physical, chemical, and isotope testing for textiles; and certification, for standards including social responsibility, environmental, recycling, and workplace environments. Clients include brands, governments, consumers, sewing mills, dyeing factories – we work with the entire supply chain from start to finish. I believe the fair’s new Garment Zone is going to attract more people, from China, Southeast Asia, and all over the world.”

Mr Ben Sainsbury, IDFL China General Manager, IDFL Laboratory and Institute, USA

Buyers benefitted from wide range on offer

“As a fashion designer based in Shenzhen, I mainly design luxury women’s clothing, with two primary lines – traditional Chinese and office style. This city is important for business and products in general, as there are so many factories close by, and the fairground has extensive resources and information for designers. I have found very interesting products at this fair; professional items I could not imagine even existed. It is well organised, from yarns to accessories, and I probably have to come back tomorrow to see more fabrics.”

Ms Ran Yang, Owner, Sanpidama Fashion Design Company, China

“We manufacture scarfs and shawls in Türkiye, and we are the biggest buyer of Chinese products. For the last five years, we have been selling women’s apparel fabrics as well, with one store each in Uzbekistan and Kyrgyzstan. At this show, there are so many exhibitors, such as trading companies, dyeing companies, printing factories, with different kinds of fabrics, all of them suitable for women’s clothing. There is a wide variety of companies here who have not attended Intertextile Apparel in Shanghai before.”

Mr Selahaddin Çoka, Marketing Manager, Asude Textile Scarf Industrial CO LTD, Türkiye

Industry experts shone spotlight on sustainability and technology

“Intertextile Shenzhen covers the GBA, and is very closely connected to Hong Kong,

which is a global fashion sourcing hub. It's important for us to connect with the industry and our partners here, and to introduce our latest innovations. Our panel discussion will explain how we can collaborate to develop meaningful solutions to enhance industry sustainability. Key aspects include waterless technology; wastewater treatment; how to reduce carbon generation during production; how brands can support sustainability in their business; and most importantly educating the younger generation."

Dr Gloria Yao, Director, Project Development, The Hong Kong Research Institute of Textiles and Apparel Limited (HKRITA)

"My topic focused on the digitalisation of marketing, about NFTs, and using AI to enhance profit. During the pandemic online shopping grew more popular and that trend has remained. China's livestreaming market is now worth RMB 4.7 trillion, with KOLs very important for online marketing. Regarding machine learning, companies can fill in WGSN colour and style trends, combine them with historical figures, and generate coming popular styles, saving on cost and waste. Some of the audience connected with me afterwards to discuss how this topic can increase their profit."

Dr Eve Chan, Assistant Professor, Faculty of Design and Environment, Technological and Higher Education Institute of Hong Kong

Held concurrently with Yarn Expo Shenzhen, DPARK (Fashion Design), and PH Value, Intertextile Shenzhen Apparel Fabrics is organised by Messe Frankfurt (HK) Ltd; Messe Frankfurt (Shenzhen) Co Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
28 February – 1 March 2024, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring
6 – 8 March 2024, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
27 – 29 August 2024, Shanghai

Press information and photographic material:

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

Social media and website:

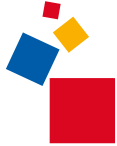
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Your contact:

Jason Taylor
Phone: +852 2230 9296
jason.taylor@hongkong.messefrankfurt.com

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

www.messefrankfurt.com.hk

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 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