

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

intertextile
SHENZHEN apparel fabrics

Global exhibitors target showcase at Intertextile Shenzhen Apparel Fabrics 2023

Shenzhen, 25 October 2023. Since service resumed between the borders of Hong Kong and Shenzhen, multiple industries have identified the Greater Bay Area (GBA), and Shenzhen especially, as a stronghold for international business activities. None more so than the apparel textile industry, which is constantly on the lookout for opportunities in South China's fashion capital. With Intertextile Shenzhen set to take place from 6 – 8 November 2023 at Shenzhen World Exhibition & Convention Center, visitors can utilise the well-located yarn, textile, and garment platform to draw the curtain on this year's sourcing season. The previous edition welcomed over 880 exhibitors and over 42,000 total visits, with this year's show expected to see much-increased international participation.

Guangdong is well known as one of China's key textile manufacturing provinces, with Shenzhen its highest contributor. Links from the entire apparel value chain connect in the Pearl River Delta, including wholesale markets, fabric markets, clothing processing plants, and fabric manufacturing plants. In addition, regional fashion is on the rise, a prime example being Shenzhen's Dalang Fashion Town, home to over 700 fashion enterprises and nearly one third of China Fashion Week – Top Award past winners¹.

In addition to strong regional participation, the organisers at this year's GBA textile platform are anticipating a significant showing of exhibitors and visitors from across China and beyond its borders. Ms Wilmet Shea, General Manager of Messe Frankfurt HK Ltd, commented: "Across all four halls, buyers will be on the lookout for a wide variety of domestic and foreign textiles and clothing accessories, which our diverse range of exhibitors will be on hand to supply. Alongside other overseas booths, this edition marks the return to the International Hall of the Japan and Korea Pavilions, both high-traffic areas at previous editions, and both set to gather multiple suppliers seeking to expand their markets in South China".

Well-known for small minimum order quantities, exhibitors at the **Japan Pavilion** will mostly be showcasing accessories, pattern designs, and high-quality cotton and man-made fabrics for menswear, ladieswear, and sportswear. The **Korea Pavilion** will display various fabrics, across ladieswear, casualwear, functional wear, and more, with products including polyester and rayon jacquard double knitting, recycled and woven, functional, embroidery, a range of blends, and more.

¹ 'Longhua District hires its first senior fashion and culture consultant from Dalang', March 2023, Shenzhen China, http://www.sz.gov.cn/cn/xxgk/zfxxgj/gqdt/content/post_10495229.html, (Retrieved: October 2023)

Beyond the two international pavilions, suppliers from other countries and regions will display diverse product selections, ranging from functional fibres to denim fabrics. Highlighted exhibitors include:

- **Bossa (Türkiye):** the Turkish denim manufacturer will be showcasing its Autumn Winter 25 collection. The collection is divided into three groups, namely Denim-on-Denim, focusing on fashionable pairings between different articles of clothing; Normcore, utilising classic styles with quality and authenticity; and Y2K, characterised by a mix of futuristic and retro elements.
- **Henglun Textile (Vietnam):** with manufacturing bases in both China and Vietnam, the well-known company will exhibit a variety of functional fabrics, offering qualities such as softness, wicking and quick dry, anti-bacteria and anti-deodorisation, super stretch with perfect recovery, and thermal protection.
- **PT WinnerSumbiri Knitting Factory (Indonesia):** supplying brands such as UNIQLO, Target, and Victoria's Secret, WinnerSumbiri produces warp and weft knit fabrics. Specialising in synthetics, the company's spandex and nylon polyester yarns are sourced from top-quality suppliers.

Multi-faceted fringe events to provide insights to fairgoers

With multiple sourcing options from across China, Asia, and Europe, a healthy number of buyers from the GBA and beyond are expected at November's textile platform, the show's first edition post-pandemic. For added value, the show's comprehensive fringe programme will cover a variety of topics, with experts discussing everything from fabric trends to sustainability.

Overall, the fringe programme is expected to platform a wide range of seminars, discussions, product presentations, and more, with two events featured below. The first is Fabrics China Trend A/W 24-25 forum, presented by leading forecasters from the China Textile Information Center (CTIC). Secondly, the Hong Kong Research Institute of Textiles and Apparel (HKRITA) will hold a panel discussion about Empowering Sustainability and Circularity through Innovation.

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.

Intertextile Shenzhen Apparel Fabrics will be held from 6 – 8 November 2023.

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
August 2024, Shanghai

Press information and photographic material:

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

Social media and website:

facebook.com/intertextileapparel/

twitter.com/Intertextile

linkedin.com/showcase/intertextile-shanghai-apparel-fabrics/

instagram.com/intertextileapparel/

intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en.html

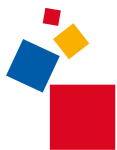
Newsroom

Intertextile Shenzhen Apparel Fabrics is part of Texpertise, the textile business network. The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world. With more than 50 international textile trade fairs in 12 countries, Messe Frankfurt is the global market leader for textile trade fairs. Texpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies. In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Texpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change. Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris.

For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

www.texpertise-network.com

www.linkedin.com/showcase/texpertise-network

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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).

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