

news +++ Intertextile Shenzhen Apparel Fabrics  
Shenzhen Convention & Exhibition Center (Futian), China, 5 – 7 June 2024

**intertextile**  
SHENZHEN apparel fabrics

## Convenience key factor as June dates announced for next year's Intertextile Shenzhen

**Shenzhen, 21 December 2023. In a move anticipated to augment participants' sourcing calendars, the organisers have announced mid-year show dates for the next edition of Intertextile Shenzhen Apparel Fabrics. Set to take place from 5 – 7 June 2024, the show will return to Shenzhen Convention & Exhibition Center in Futian business district. Conveniently accessible by a variety of ports and stations, next year's venue is seen as an ideal location for buyers from across China, ASEAN, and beyond.**

As an added incentive for global textile players, China recently announced that it will offer visa-free entry for business and leisure travellers from France, Germany, Italy, the Netherlands, Spain and Malaysia<sup>1</sup>. Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, commented: "With several key apparel-producing countries represented, we fully expect this move to have a positive effect on international attendance at our textile trade fairs next year. Regarding Intertextile Shenzhen specifically, we are also looking forward to welcoming more key domestic buyers, with the mid-summer dates ideal for replenishing stock between seasons, and our alternative venue co-located with much of the region's apparel industry in the heart of Futian."

Guangdong is seeking to top RMB 700 billion (USD 98.2 billion) in textile and apparel industry revenue by 2025<sup>2</sup>, and while Shenzhen itself is a major contributor, the province is home to several garment manufacturing centres for multiple sub-sectors, including ladieswear, menswear, childrenswear, denim, underwear, and wool. Dalang Fashion Town in Shenzhen is one such hub, and Humen Town is set to emerge as another, with plans including the development of the Greater Bay Area International Fashion Valley, and the Greater Bay Area Fashion Industry Park<sup>3</sup>.

Intertextile Shenzhen's GBA location is a key reason for its utilisation by key industry players. Held in November of 2023, the fair's previous edition saw nearly 1,500 exhibitors from 16 countries and regions, and over 22,000 visits from more than 60 countries and regions. Its exhibitors' ability to fulfil small minimum order quantities, and their tendency to keep product in stock are also regarded as strengths.

Speaking at the 2023 show, Mr Zheng Wang, from the International Division Sales Dept of Japanese supplier Sunwell Co Ltd, said: "Shenzhen is one of the next key markets that we want to develop. This fair continues to attract quality Chinese customers, including

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<sup>1</sup> 'China announces visa-free travel for five European countries and Malaysia', November 2023, China Daily, <https://www.chinadaily.com.cn/a/202311/24/WS6560552ea31090682a5eff22.html>, (Retrieved: November 2023)

<sup>2</sup> 'Guangdong further promotes the high-quality development of the textile and apparel industry', People's Government of Guangdong Province, February 2023, [https://www.gd.gov.cn/gdywdt/bmdt/content/post\\_4097119.html](https://www.gd.gov.cn/gdywdt/bmdt/content/post_4097119.html), (Retrieved: November 2023)

<sup>3</sup> 'Humen wears new clothes and walks in the fashion trend', Ming Pao Greater Bay Area, November 2023, <https://shorturl.at/ERT58>, (Retrieved: November 2023)

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.”

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 5 – 7 June 2024.

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:**

[facebook.com/intertextileapparel/](https://facebook.com/intertextileapparel/)

[twitter.com/Intertextile](https://twitter.com/Intertextile)

[linkedin.com/showcase/intertextile-shanghai-apparel-fabrics/](https://linkedin.com/showcase/intertextile-shanghai-apparel-fabrics/)

[instagram.com/intertextileapparel/](https://instagram.com/intertextileapparel/)

[intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en.html](https://intertextile-shenzhen.hk.messefrankfurt.com/shenzhen/en.html)



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## Newsroom



### 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 more than € 600\* 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](http://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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\* Preliminary figures for 2023