

Press release

13 July 2020

Intertextile Shenzhen opens Wednesday, welcoming new exhibitors whilst domestic and international pavilions return

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As events and exhibitions begin to resume in Guangdong province, Intertextile Shenzhen is preparing to welcome new domestic, as well as international exhibitors to China's fashion capital this week from 15 – 17 July. The show will be the first held by Messe Frankfurt since February and this year, has relocated to the larger and brand new Shenzhen World Exhibition and Convention Center, in order to support the fair's development and growth. Following the disruption to production lines and supply chains, the fair will serve as a key platform for the industry to reconnect. And with a market recovery anticipated, Intertextile Shenzhen is ideally positioned as one of the most popular trade events in the region to help exhibitors and buyers of quality fabrics and accessories prepare for the seasons ahead.



Brand new Intertextile Shenzhen Apparel Fabrics venue: Shenzhen World Exhibition and Convention Center

Commenting on the upcoming trade fair, Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd said: “As the first Messe Frankfurt trade fair to be held since February due to the global pandemic, Intertextile Shenzhen is glad to once again, be able to support the industry and provide a key trading platform for textile apparel businesses in the Greater Bay Area.” She continued: “The relocation to the Shenzhen World Exhibition and Convention Center is an exciting step for the fair and offers the opportunity for future growth and additional convenience for exhibitors and visitors.”

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

This year, Intertextile Shenzhen will host a Japan pavilion and five domestic pavilions. The well-established and popular **Fine Japan Zone** will return and is once again expected to be a success at the fair. Japanese suppliers are recognised in the Chinese market as offering high quality craftsmanship, exclusive fibres and for having the ability to handle small quantity orders, stock orders and quick delivery services. The dedicated pavilion will display a variety of premium cotton and man-made ladieswear, menswear and casual wear fabrics.

A new exhibitor for the Fine Japan Zone this year will be **Takisada-Nagoya**. Established back in 1864, this Japanese enterprise will showcase their own uniquely designed fabrics, including natural and synthetic fibres, during their debut appearance at the fair. They have previously exhibited at Intertextile Shanghai Apparel Fabrics – Autumn Edition.

In addition, the domestic pavilions, Shengze, Yuezheng, Jieqingban, Fabrics China Pioneer Plant and Fabrics China Award Pavilions will display a selection of fabrics including differentiated yarn, diversified silk, colourful denim, fashionable plush and versatile print along with knitted, lace and embroidery products. Meanwhile, a noteworthy domestic exhibitor new to the fair this year is **Zhangjiagang VCARE Textile**. They will display their featured product – woven plush – known for its softer and thicker properties than knitting plush along with other knitted, woven and bonded faux fabrics. They are able to offer customisation and small batch orders with a fast delivery.

Matching buyer brands with exhibitors

As doors open this week, a number of VIP buyers from over 40 renowned brands, including Goelia, Mukzin, Eeka Fashion, Umisky, Chenyu, Coverdsg, Rose Lingling will meet with exhibitors to further promote business exchange during the show. The VIP delegation will be made up of fabric buyers, designers, KOLs and decision makers for e-commerce platforms among other professional buyers.

Explore market trends at the value-adding fringe programme

Keep up-to-date with the latest industry trends at the seminars and Trend Forum which will cover everything from fabric insights to sustainable fashion. New to the show this year, the dedicated buyer forum 'Fabric to Fashion' will discuss the theme of 'accelerating' supply chains. Industry leaders will take a look at how manufacturers can create quick response supply chains by tracing back to brand demands, in order to determine textile trends and to ultimately save resources, increase investment and improve productivity.

Connect seamlessly, onsite and online

Whilst Intertextile Shenzhen will go ahead as planned, there are a number of travel restrictions still in place across the world. To accommodate those who are unable to travel, a series of online services

will be provided, allowing business interactions to take place virtually. Online meetings will be arranged and held during the show via the business matching programme, maximising the opportunities for both buyers and exhibitors. What's more the online e-catalogue has been launched, offering a sneak-preview and detailed fair guide for buyers. Access the e-catalogue here:

<http://intertextile.ccpittex.cn/homePage.html>

Extra health care and hygiene precautions will be in place

As the trade fair co-organisers, Messe Frankfurt's top priority remains the health and safety of fairgoers. To ensure that visitors and exhibitors are meeting in a hygienic and safe environment, added measures will be in practice at the fair. These include: real-name registration, onsite temperature checks, frequent sterilisation of public areas and distancing measures for conference / seminar audiences, amongst others. More details can be found here: https://intertextile-shenzhen.hk.messefrankfurt.com/content/dam/messefrankfurt-redaktion/intertextile_pavilion_shenzhen/download/itsz20/Onsite-hygiene-practices.pdf

Intertextile Shenzhen Apparel Fabrics will be held from 15 – 17 July 2020 at the brand-new Shenzhen World Exhibition & Convention Center. The fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry (CCPIT) and the China Textile Information Centre.

Intertextile Shenzhen will be held concurrently with Yarn Expo Shenzhen, CHIC and PH Value. For more details, please visit: <https://intertextile-pavilion-shenzhen.hk.messefrankfurt.com/shenzhen/en.html>.

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

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Notes to editors:

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Further press information & picture material

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

Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: 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 just under 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events,

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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. 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

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