

Press release

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Growth potential in South China to be unlocked with the return of Intertextile Shenzhen in November 2022

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Amid an uptick in demand for apparel textiles in the country, Intertextile Shenzhen Apparel Fabrics is poised to present industry players with valuable access to this promising market as well as ample networking and interaction opportunities. The fair will take place from 2 to 4 November this year at the Shenzhen World Exhibition & Convention Center. The previous event in 2020 welcomed 886 exhibitors from eight countries and regions, while there were over 42,000 visits coming from 26 countries and regions.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd is confident that fairgoers will benefit from new momentum in the Chinese market, saying: "After the 2021 edition was deferred due to the pandemic, we're excited to once again provide a gathering place for the apparel community in Shenzhen. The city neighbours Guangdong, one of China's major hubs for textile manufacturing and trading, which makes up 20% of garment production in the country." She continued: "Domestic apparel consumption is growing steadily as the government continues to move forward with its dual circulation strategy. At the same time, the Greater Bay Area initiative is boosting economic development in the south of the country and this is expected to further drive up demand for apparel textiles in the region. All of this results in favourable conditions for international exhibitors to take advantage of at the Shenzhen edition later in the year."

Shenzhen: China's fashion capital

While Shenzhen is one of the most economically-vibrant cities in the Greater Bay Area, the city stands out for its trendiness and creativity, attracting many fashion apparel designers and brands, new and old. In 2021, the business revenue of its fashion industry cluster in Nanshan district reached USD 3.1 billion, with a year-on-year increase of 7.15%¹.

At the last physical show in 2020, exhibitors were quick to note the city's vast potential and unique advantages. Ms Annie Chen, Marketing Department Manager of the Korea Textile Center shared: "A lot of unique brands in Shenzhen are growing and the industry chain here has developed quite well over the past decade. Therefore, we are turning our heads to this city to expand into the Chinese market." She further elaborated on the success of joining Intertextile Shenzhen: "This year we

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¹ Shenzhen fashion week blends digital technologies with new trends in fashion industry, Xinhua Silk Road, <https://en.imsilkroad.com/p/327714.html> (Retrieved: 19 May 2022)

met a lot of customers on day one, around 70 to 80 brands including different types of buyers. Our rich variety of product offerings were well-received by them.”

A convergence point that connects and inspires

With an abundance of buyers travelling from other cities in South China, the fair’s fringe programme provides the ideal occasion for the latest textile and apparel trends to be shared. The signature Trend Forum and other seminars at the 2022 fair will add value to exhibitors’ participation by maximising their brand exposure to qualified buyers. Participating exhibitors are invited to showcase fabrics, accessories and technologies that are responding to the current market trends as well as to provide business insights that are in tune with the local market.

Held concurrently with the Shenzhen edition of Yarn Expo, as well as CHIC and PH Value, the event is a one-stop platform with a wide variety of raw materials and finished products on display to fulfil buyers’ diverse sourcing needs.

Intertextile Shenzhen Apparel Fabrics is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Center. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

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Note to editors:

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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

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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

Intertextile Shenzhen Apparel Fabrics
Shenzhen, China, 2 – 4 November 2022

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

* Preliminary figures for 2021