

Press release

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## Intertextile Shenzhen's November return to mark China's restitch with global textile market

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**As China, the largest textile producer and exporter in the world, removes pandemic restrictions for inbound travellers, its textile industry is on track to benefit. To help industry players tap into market recovery and regain international orders, Intertextile Shenzhen Apparel Fabrics will return from 6 – 8 November 2023 at the Shenzhen World Exhibition & Convention Center. The previous fair welcomed over 880 exhibitors from eight countries and regions, while there were over 42,000 visits coming from 26 countries and regions.**

Despite the challenges facing the global economy, signs are looking positive for China's textile industry. According to Research and Markets, the Chinese textile market is predicted to grow at a CAGR of over 5% from 2020-2026<sup>1</sup>.

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, is confident that the fair will continue to be an effective platform for participants to make the most of this promising market. "With China's borders opening up, we expect the return of in-person business to further stimulate the country's textile industry," she said. "After an extended pandemic pause there is pent-up demand for this trade fair. We know from talking to exhibitors how eager they are to get back to business-as-usual, and they know Intertextile Shenzhen is the best place to meet influential buyers and trend-setters, including some of South China's leading garment manufacturers."

### Unlock business potential in South China's fashion hub

China's fastest growing city has designs on becoming a global fashion capital – Shenzhen is now home to over 2,500 clothing brands, with the vast majority self-owned<sup>2</sup>. The world is starting to take notice. According to Shenzhen Customs, in the first three quarters of 2022, the city's garment exports reached USD 7.6 billion, increasing by 9.8% year-on-year<sup>3</sup>. Notably, there was a sharp rise in exports to ASEAN countries, the UK, and the US.

<sup>1</sup> "China Textile Market 2020-2026", September 2020, Research and Markets, retrieved January 2023, <https://www.researchandmarkets.com/reports/5190276/china-textile-market-2020-2026>

<sup>2</sup> "Shenzhen Fashion Week Spring/Summer 2023 Kicks Off", 26 October 2022, People's Daily Online, retrieved January 2023, <http://en.people.cn/n3/2022/1026/c90000-10163793.html>

<sup>3</sup> "Shenzhen in Chinese Fashion", 1 November 2022, People's Daily Online – Shenzhen Channel, retrieved January 2023, <http://sz.people.com.cn/BIG5/n2/2022/1101/c202846-40177829.html>

By combining Shenzhen's strategic value with the globally recognised Intertextile Apparel brand, the fair has gained immense industry support. At the fair's previous edition in 2020, Mr Prateek Agarwal, Head Fabric Sourcing Vietnam of Asmara International Limited said: "The Shenzhen edition of Intertextile Apparel is particularly valuable to us because we are based in northern Vietnam, which is in close proximity to South China. Sourcing from the region helps to reduce the lead time to just 12-24 hours after the orders are placed."

Also speaking at the fair's previous edition, Ms Jane Han Zhang, Creative Director of FWS Fairbairn & Wolf Studio, UK, expressed her positive impressions: "Intertextile Shenzhen has been good for expanding our business. The fair is influential to the industry and is a strong drawcard for industry players. Shenzhen is also one of the most promising markets in China."

### **Business-friendly platform to showcase latest trends and innovations**

With the return of international participation, the fair's fringe programme, comprising Intertextile Apparel's signature Trend Forum, seminars and product presentations, will provide an ideal platform for exhibitors to showcase their latest products to quality buyers from across the globe. Participants can also maximise their trading opportunities by utilising the fair's online platform, Intertextile Hub. One of its features, Connect PLUS, administers business matching between exhibitors and buyers, and facilitates one-to-one meetings onsite, or online for buyers unable to attend physically.

As the fair is held concurrently with Yarn Expo Shenzhen, CHIC GBA, and PH Value, fairgoers will have the opportunity to source from the entire textile value chain.

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](http://www.texpertise-network.com).

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Note to editors:

### **Further press information & picture material**

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

### **Newsroom**

**Texpertise, the textile business network**, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry. Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the

Intertextile Shenzhen Apparel Fabrics  
Shenzhen, China, 6 – 8 November 2023

textile trade fair brands.

<http://www.texpertise-network.com>

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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 2,200\* 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 €450 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). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2022