

15 – 17 July 2020  
Shenzhen World Exhibition and Convention Center  
Shenzhen, China

## APPLICATION FORM

Please complete in block letters, sign & return to: (Please keep a copy for your reference)

Messe Frankfurt (HK) Ltd.

35/F China Resources Building, 26 Harbour Road, Wanchai, Hong Kong

Tel: (852) 2802 7728 Fax: (852) 2598 8771 Email: textile@hongkong.messefrankfurt.com

(You are advised to read no. 1-11 of the **Specific Terms & Conditions** before submitting your application)

**1. Exhibiting Company Details** (for invoice, visitor guide, e-catalogue & fascia board usage, please see no. 9 on Specific Terms and Conditions):

Company Name in English: \_\_\_\_\_

Company Name in Chinese (if any): \_\_\_\_\_  
(Dr. /Mr. /Ms. /Mrs. /Prof.)

Contact person(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Address in Chinese (if any): \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code City/Area code Number Country code City/Area code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Company social media platform for us to follow: Facebook: \_\_\_\_\_ Twitter: \_\_\_\_\_  
Instagram: \_\_\_\_\_

**2. Company Details** (please tick all that apply)

- Billing Company** (for issuing invoice, if different from above)  **Principal company / Overseas headquarter**
- Corresponding contact** (for communications about the fair, mailing of show materials, invitations cards etc, if different from above)
- Co-exhibitor** (One free visitor guide & e-catalogue entry is offered. Do you need to list Part 2 information as co-exhibitor?)  
【  ] Yes, and keep Part 3 to Part 8 the same 【  ] Yes, but Part 3 to Part 8 information is different (another form has to be submitted)  
【  ] No

Company Name in English: \_\_\_\_\_

Company Name in Chinese (if any): \_\_\_\_\_

Contact person(s): \_\_\_\_\_  
(Dr. /Mr. /Ms. /Mrs. /Prof.)

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Address in Chinese (if any): \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code City/Area code Number Country code City/Area code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**3. Business Nature** (please tick all that apply):

- |   |   |
|---|---|
| <input type="checkbox"/> 01 Manufacturer                  | <input type="checkbox"/> 05 Printing & CAD/CAM/CIM supplier |
| <input type="checkbox"/> 02 Sole agent, wholesaler, agent | <input type="checkbox"/> 06 Testing & Certification         |
| <input type="checkbox"/> 03 Trading company, converter    | <input type="checkbox"/> 07 Press and publication           |
| <input type="checkbox"/> 04 Design & styling service      | <input type="checkbox"/> 08 Others (please specify): _____  |

**4. Product Groups** (\* 01 through 02 must add up to 100%, the one with the **greatest percentage** will be shown on the fascia board):

**01 Apparel Fabrics**

____% 1.1 Cotton	____% 1.4 Linen/Ramie	____% 1.7 Functional
____% 1.2 Wool	____% 1.5 Man-made	____% 1.8 Lace and embroidery
____% 1.3 Silk	____% 1.6 Knitted	____% 1.9 Others (please specify): _____

**02 Fibers / Yarns** \_\_\_\_% **03 Accessories** \_\_\_\_% (please specify): \_\_\_\_\_

**5. Our products are used in the following applications (please indicate with percentage, the total must add up to 100%):**

\_\_\_\_% 01 Suitings      \_\_\_\_% 04 Functional wear/ Sportswear      \_\_\_\_% 07 Children & infants wear  
\_\_\_\_% 02 Casual wear      \_\_\_\_% 05 Shirts      \_\_\_\_% 08 Swimwear & lingerie  
\_\_\_\_% 03 Ladieswear      \_\_\_\_% 06 Jeanswear      \_\_\_\_% 09 Others

**6. Sustainable products / services exhibitor list (tick one that applies)**

Does your company wish to be identified as a sustainable exhibitor in the catalogue? (This applies to companies that provide sustainable products or services, and/or use sustainable raw materials, manufacturing and finishing processes as well as socially responsible practices.)  
(No any sustainable indication will be made if exhibitor leaves this question blank.)

Yes     No

**7. Agent / Representative to be listed in the catalogue? (please complete by either Eng or Chi only)**

Information as below:

Company name: \_\_\_\_\_ Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

We are looking for Agent(s). (Please specify the location(s): \_\_\_\_\_)

No

**8. Business information (tick all that apply): (NEW)**

Does your company wish to indicate the following business information in the fascia board (standard booth only) & e-catalogue?  
(No indications will be made if exhibitor leaves this question blank.)

1. Custom-made services  
 2. Exporter  
 3. Product in stock  
 4. Small orders, if yes, please advise your order range also (single selection, default 50-100m):  
 50-100m     101-500m     501m or above

**9. Please specify your product range (20 words max, may also be used as catalogue entry, please see no. 9 on Specific Terms and Conditions):**

(Eng)

(Chi)

**10. Visitor guide, e-catalogue & fascia board listing:**

Do you agree if we use above information for visitor guide, e-catalogue & fascia board listing?

("YES" will be chosen if exhibitor leaves this question blank.)

Yes     No, we want to have a blank form to fill in

**11. Stand Options:**

**- Standard booth (minimum 9 sqm)**

Booth size: \_\_\_\_\_ sqm

Participation fee per sqm: US\$250

**Standard booth includes:**

- Complete booth construction
- Wall-to-wall carpet
- Fascia board with company name and booth number
- 1m sample rack / shelf per 3 sqm
- Lockable cupboard
- 1 table & 3 chairs
- 1 spotlight per 3 sqm
- 1 electronic socket
- Booth cleaning and security
- Listing in fair catalogue
- Participation in Trend Forum
- Visitor e-invitation
- PR & marketing support

**- Raw space (minimum 36 sqm)**

Booth size: \_\_\_\_\_ sqm

Participation fee per sqm: US\$220

**Raw space includes:**

- Floor space
- Booth security
- Listing in fair catalogue
- Participation in Trend Forum
- Visitor e-invitation
- PR & marketing support

**Payment:** 50% of the total participation fee as deposit is required with application. Final/balance payment is due on 30 April 2020. See no. 5 on Specific Terms and Conditions for bank account details.

**12. Name of legally responsible person (Please print last name, first name and sign below):**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

We hereby accept the General Terms & Conditions of Participation (<https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>) and the Specific Terms & Conditions on the reverse of this application.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Company stamp (Same as Exhibiting Company): \_\_\_\_\_

(Please see reverse)

# Specific Terms and Conditions

## 1. Organiser

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

## 2. Location of event

Shenzhen World Exhibition and  
Convention Center  
No. 1 Zhancheng Road, Fuhai  
Street, Bao'an District, Shenzhen,  
China

## 3. Date of event

15 – 17 July 2020

## 4. Registration and confirmation

Application to exhibit is made by  
submitting a completed and signed  
application form to the organiser.  
The organiser will confirm receipt  
of applications in writing by email  
and original mail.

## 5. Terms of payment

50% of the total participation fee as  
deposit is required upon application.  
Applicants should remit the  
appropriate amount directly to the  
organiser. Final balance is due on  
or before 30 April 2020. All bank  
charges are to be borne by  
applicant.

Payment should be made to:  
Hong Kong and Shanghai Banking  
Corporation Ltd.  
1 Queen's Road Central, Hong Kong  
USD A/C No: 511-017758-274  
A/C Holder: Messe Frankfurt (HK) Ltd.  
Swift Code: hsbckhkhkh

Note: Participation fee per sqm is  
applicable at an exchange rate of  
USD1=RMB7.25. Should the Yuan  
appreciate by more than 3%, the  
organiser reserves the right to  
adjust the USD price per sqm.

## 6. Cancellation

If an applicant withdraws his  
application, for whatever reason,  
before he receives either a rejection or  
confirmation of his application, any  
participation fee paid will be forfeited.

If the exhibitor notifies the organiser of  
his withdrawal within three months of  
the start date of the event, he is liable  
for the total participation fee.

Should the exhibitor under contract (i.e.  
in receipt of confirmation) inform the  
organiser that he will not participate in  
the event, providing the organiser is  
able to resell the stand without loss,  
the payment to be made by the  
exhibitor will be reduced to a handling  
fee of US\$1,000 irrespective of the  
exhibitor's full liability for additional  
costs, fair guide fees etc.

## 7. General terms and conditions of participation

The detailed General Terms &  
Conditions of Participation are given on  
the organiser website  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk) and can  
be requested in printed form if required.

## 8. Booth allocation

The Exhibitor booth location will be  
allocated according to product and  
business nature criteria, or other  
criteria set by the organiser. No  
change of booth location is allowed  
once it has been assigned and the  
exhibitor informed.

Additionally represented companies  
(co-exhibitors) must arrange their  
participation through the main exhibitor.

In cases where an application is  
received for nine (9) sqm, but due to  
hall layout only larger spaces are  
available, the applicant is required to  
pay the full cost of the additional space  
up to a maximum of six (6) sqm. The  
organiser reserves all rights regarding  
the final booth arrangements.

## 9. Visitor guide, e-catalogue & fascia board

Information from the application form will be  
used to prepare the exhibitor's entry in the  
visitor guide, e-catalogue & fascia board.

With your Visitor Guide entry, your company  
name will appear in alphabetical order based  
on the first letter of the exhibiting company  
name, in addition to country and product group  
listings. If available, please provide us also  
with your company information in Chinese.

Additional entries on both printed and e-  
Catalogue for co-exhibiting companies will be  
subject to a charge of USD200 per entry.  
Please contact us for the details.

The Organiser / publisher will not take any  
responsibility if mistakes are made in the  
visitor guide due to unclear handwriting. The  
Organiser reserves the rights to make  
changes in grammar and spelling to maintain  
consistency within the publication

## 10. Intellectual property rights / copyright

The exhibitor warrants that his exhibits and  
packages thereof and the related publicity  
materials do not in any way whatsoever  
violate or infringe any third party's rights  
including trade marks, copyrights, designs,  
names and patents whether registered or  
otherwise. The organiser has the right to  
refuse participation of any exhibitor found  
guilty of infringement of intellectual property  
rights at any future trade fairs.

## 11. Correspondence address for enquiries

Messe Frankfurt (HK) Ltd.  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong  
Tel (852) 2802 7728  
Fax (852) 2598 8771  
Email: [textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com)



messe frankfurt

## Company Profile Form

Data collected from this company profile form is mainly for visitor promotion and the buyer match making programme. All data will be treated as confidential and will not be released to third parties without exhibitor's consensus. **ALL FIELDS ARE REQUIRED.**

### **1. Company Background** (Please specify with details)

Company name :	
Name of your parent company (if any) :	
Year of establishment :	Country of head office :
Total no. of employee :	Country of overseas branch :
No. of owned factory :	Country of owned factory :
City of your factory in China (if any) :	Name of your factory in China (if any) :
Share of sales revenue generated by (Please indicate with percentage)	
: Export Sales % / Domestic Sales %	
Business nature :	<input type="checkbox"/> Textile manufacturer <input type="checkbox"/> Converter or Trading company <input type="checkbox"/> Textile manufacturer with owned garment factory <input type="checkbox"/> Textile related services company

### **2. Production activities** (Please tick all that apply)

Major mode of production :	<input type="checkbox"/> OEM production <input type="checkbox"/> ODM production <input type="checkbox"/> OBM production
Any R&D department? :	<input type="checkbox"/> No <input type="checkbox"/> Yes
New collections per year :	<input type="checkbox"/> Under 10 collections <input type="checkbox"/> 11 – 50 collections <input type="checkbox"/> Over 50 collections
Annual production capacity (Please specify the volume) :	_____ (Yard / Meter / Ton / Piece) per annual.
Share of production capacity (Please indicate with percentage) :	<input type="checkbox"/> In house production _____% <input type="checkbox"/> Outsourced production _____%

### **3. Products** (Please tick all that apply)

Product groups :	<input type="checkbox"/> Cotton	<input type="checkbox"/> Knitted
	<input type="checkbox"/> Wool	<input type="checkbox"/> Functional
	<input type="checkbox"/> Silk	<input type="checkbox"/> Lace and embroidery
	<input type="checkbox"/> Linen/Ramie	<input type="checkbox"/> Man-made
	<input type="checkbox"/> Fibers / Yarns	<input type="checkbox"/> Accessories
	<input type="checkbox"/> Others (please specify):	
	_____	

### Company Profile Form

Main specialty	:	<input type="checkbox"/> Knitted fabrics	<input type="checkbox"/> Eco textile	<input type="checkbox"/> Fair trade product
		<input type="checkbox"/> Woven fabrics	<input type="checkbox"/> Functional product	<input type="checkbox"/> Design & styling
		<input type="checkbox"/> Denim fabrics	<input type="checkbox"/> Printing, Dyeing & Finishing services	

Any minimum order quantity?	:	<input type="checkbox"/> No	<input type="checkbox"/> Yes (Please specify):
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Any own brand?	:	<input type="checkbox"/> No	<input type="checkbox"/> Yes (Please specify):
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#### Price scale and market

Market Price range (\$USD / per yard )	Niche & high end market	Medium market	Mass market
1. > \$ 101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. \$91 - 100	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. \$81 - 90	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. \$71 - 80	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. \$61 - 70	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. \$51 - 60	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. \$41 - 50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. \$31 - 40	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. \$21 - 30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. \$11 - 20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. \$6 - 10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. < \$ 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Product end-use & Product description

Product end-use	:	<input type="checkbox"/> Suitings	<input type="checkbox"/> Ladieswear	<input type="checkbox"/> Functional wear/ Sportswear
		<input type="checkbox"/> Shirtings	<input type="checkbox"/> Jeanswear	<input type="checkbox"/> Children & infants wear
		<input type="checkbox"/> Casual wear	<input type="checkbox"/> Swimwear & lingerie	<input type="checkbox"/> Shoes & Bags
		<input type="checkbox"/> Others (Please specify): _____		

Product description	:	_____
		_____

**4. Quality standard**

Share of products with certification: (Please indicate with percentage)		With certification _____%	Without certification _____%	
Certification (Please tick <input checked="" type="checkbox"/> all that apply)				
Eco-related certifications:	<input type="checkbox"/> IWTO Organic Standard	<input type="checkbox"/> GOTS	<input type="checkbox"/> SA8000	<input type="checkbox"/> EU Eco-label (EU-Flower)
	<input type="checkbox"/> REACH	<input type="checkbox"/> BCI	<input type="checkbox"/> WRAP	<input type="checkbox"/> GRS
	<input type="checkbox"/> ISO14001	<input type="checkbox"/> Bluesign®	<input type="checkbox"/> STeP by Oeko-Tex® / Made in Green by Oeko-Tex®	
	<input type="checkbox"/> OE100/Blend	<input type="checkbox"/> Others (please specify): _____		
General certifications:	<input type="checkbox"/> AATCC	<input type="checkbox"/> ISO9001	<input type="checkbox"/> OHSAS 18001	<input type="checkbox"/> ASTM
	<input type="checkbox"/> Others (please specify): _____			

**5. Existing / Target market** (Please tick  all that apply)

	Existing	Target		Existing	Target
Africa	<input type="checkbox"/>	<input type="checkbox"/>	China	<input type="checkbox"/>	<input type="checkbox"/>
Eastern Europe	<input type="checkbox"/>	<input type="checkbox"/>	Hong Kong	<input type="checkbox"/>	<input type="checkbox"/>
Western Europe	<input type="checkbox"/>	<input type="checkbox"/>	Japan	<input type="checkbox"/>	<input type="checkbox"/>
North America	<input type="checkbox"/>	<input type="checkbox"/>	Korea	<input type="checkbox"/>	<input type="checkbox"/>
Central & South America	<input type="checkbox"/>	<input type="checkbox"/>	Taiwan	<input type="checkbox"/>	<input type="checkbox"/>
Middle East	<input type="checkbox"/>	<input type="checkbox"/>	Other (Please specify): _____	<input type="checkbox"/>	<input type="checkbox"/>

**6. Existing / Target customer** (Please tick  all that apply)

Customer by business nature					
	Existing	Target		Existing	Target
Garment manufacturer - OEM	<input type="checkbox"/>	<input type="checkbox"/>	Buying office	<input type="checkbox"/>	<input type="checkbox"/>
Garment manufacturer - OBM	<input type="checkbox"/>	<input type="checkbox"/>	Fibre producer, Spinner / Weaver	<input type="checkbox"/>	<input type="checkbox"/>
Garment manufacturer - ODM	<input type="checkbox"/>	<input type="checkbox"/>	Department store / Retailer / Chain store	<input type="checkbox"/>	<input type="checkbox"/>
Wholesaler / Distributor	<input type="checkbox"/>	<input type="checkbox"/>	Import & export corporation	<input type="checkbox"/>	<input type="checkbox"/>
Trading company	<input type="checkbox"/>	<input type="checkbox"/>	Others (Please specify): _____	<input type="checkbox"/>	<input type="checkbox"/>

#### **6. Existing / Target customer** (Please specify):

##### Customer by company name

Name of your existing key customer :

Name of your target customer :

#### **7. Other information** (Please specify):

Who are your competitors? :

- End -

**Name** : \_\_\_\_\_

**Position** : \_\_\_\_\_

**Signature and company stamp** : \_\_\_\_\_

**Date** : \_\_\_\_\_