Greater Bay Area International Trade Fair for Apparel Fabrics and Accessories

New venue near the airport

15 – 17 July 2020
Shenzhen World Exhibition & Convention Center
Connect with high-profile manufacturers in China’s fashion capital

Exhibit in Shenzhen to meet key players from China, including the Greater Bay Area, and the ASEAN region. The 2020 fair will mark a new era as it opens in the world’s largest fairground.

- Located near the new venue, Dalang Fashion Town is a world-class fashion centre which houses more than 500 domestic fashion enterprises and brand HQs.
- Shenzhen is a convenient location for trade buyers from Hong Kong and Guangzhou, as well as Korea, Japan and Vietnam.

Exhibitor profile

1,065 exhibitors from 11 countries and regions (2019 figures, ▲10% from 2018)

With 15 years of experience and a new venue with more floor space, the 2020 edition of Intertextile Shenzhen will expand to include an expected 2,500 exhibitors.

The ideal platform to exhibit a cross-section of the industry

- Apparel fabrics
- Fibres & yarns
- Accessories
- Printing & computer (CAD/CAM/CIM) systems
- Design & styling
- Trade publications
- e-Commerce
- Quality control

New venue

This edition will take place in a brand new venue: the Shenzhen World Exhibition and Convention Center, the world’s largest exhibition venue. The fairground offers convenient transportation to international airports in Shenzhen and Hong Kong.

Exhibitor feedback

In the first two days of the exhibition, our booth was visited by over 150 buyers and many of them have obtained samples from us. Many of them are designers. We also met some international buyers from Europe and America. We would like to expand our network in the South China market since we have found that more and more buyers now demand high quality products here, and we predict that the demand for Japanese design will increase.

Mr Yu Xiao-feng, Uni Textile, Japan
Visitor profile

17,745 visitors from 46 countries and regions
(2019 figures, 8% from 2018)

Top 10 visitor countries & regions (excluding Mainland China)

Canada
Russia
USA
India
Australia

ASEAN region (including Cambodia, Indonesia, Philippines, Singapore, Thailand, Vietnam)

Hong Kong
Korea
Japan
Taiwan

Buyer delegations

Delegation groups from Mainland China, Hong Kong, the ASEAN region and other Asian countries & regions will be invited as an opportunity for further international networking.

Visitors’ comments

I have been to Intertextile Shanghai for five years and this is my first time visiting Intertextile Shenzhen. The scale of the exhibition is the right fit for sourcing and selection, and the quality offered in here is of the same standard as larger trade fairs. The interpretation service has effectively facilitated my visit and sourcing process... Other than meeting domestic suppliers, I have also met some from Taiwan, Turkey and Korea. I also appreciate that some exhibitors in here accept small orders that fit emerging trends.

Ms Yasmin Barsch, Principal CEO, Yasmin Barsch (Pty) Ltd, South Africa
Fringe programme

**Trend Forum**
- Inspire trade buyers with on-trend fabric and accessories samples
- Gain key market and trend insight

**Seminars**
- Key topics include: Design and Trend, focusing on ladieswear trends, and sustainability updates on related certifications and standards.

**Business Matching Programme**
- Face-to-face prearranged meetings with VIP buyers
- Interactive app for business meeting arrangements

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In cooperation with

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