

# intertextile

**SHENZHEN** apparel fabrics

Greater Bay Area International Trade Fair for Apparel Fabrics and Accessories  
大湾区国际纺织面料及辅料博览会

New venue  
near the  
airport

**15 – 17 July 2020**

Shenzhen World Exhibition &  
Convention Center



messe frankfurt



# 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.



Shenzhen is well-connected to key garment manufacturing clusters for ladieswear, menswear, kids wear, underwear, denim & wool

## 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)



## 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.

## Top 5 business natures

Garment manufacturer	48%
Trading company	23%
Designer / interior design	12%
Wholesaler / distributor	11%
Import / export corporation	8%

\*total percentage is over 100 because of multiple selections

## 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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