



intertextile

SHENZHEN apparel fabrics

2 – 4 November 2022

Shenzhen World Exhibition &
Convention Center, China

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

Explore the ever-growing
textile apparel market
in South China

www.intertextileapparel.com

Why China?

Throughout the pandemic, whilst international demand saw a sharp decline, domestic demand for apparel textiles in China grew steadily with the government strongly promoting their dual circulation strategy.



Why Intertextile?

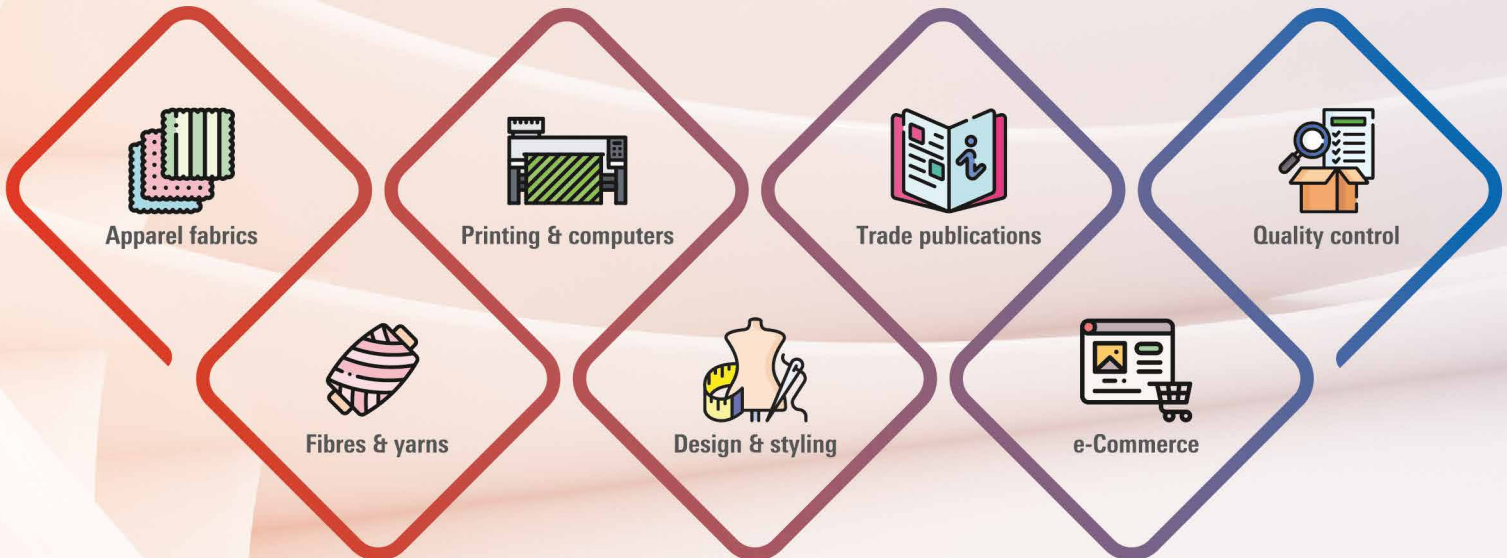
With many years of exhibition experience, Intertextile Shenzhen Apparel Fabrics is well known as the most cost-effective solution to stay ahead of the competition. What's more, the proximity of the fair to Shenzhen International Airport creates easy access for buyers inside and outside the country. Gathering the entire industry under one roof with the concurrently held Yarn Expo, CHIC and PH Value, the show offers buyers a channel to easily source for their desired products, from raw materials to finished goods.

Why Shenzhen?

Making up 20% of garment production in China in 2020, Guangdong has been regarded as an important industry hub since China's economic reformation. Moreover, as a result of the Greater Bay Area initiative and RCEP agreement, the demand of apparel fabrics in the region is expected to grow. To explore the huge businesses opportunities, Shenzhen is your best starting destination.



Product categories



Exhibitors' comments

"It is a great opportunity for us to be here at Intertextile Shenzhen because we can source from concurrent fairs, exchange information and learn about the latest trends from our peers."

Mr Yoshida Hideyuki, General Manager, Takisada (Shanghai) Co Ltd, Japan

"We've attended the Shenzhen edition for the past four to five years. This year, we had a lot of customers on day 1, around 70 to 80 brands and different kinds of buyers, and their quality is much better than previous years. A lot of unique brands in Shenzhen are growing and the industry chain here has developed quite well over the past ten years."

Ms Annie Chen, Marketing Department Manager, Korea Textile Center, Korea



Buyer's comments

"At Intertextile, the vast amount of options and the clear categorisation of products is very beneficial to us as it makes it easy to find what you are looking for. At the fairs, we also have the chance to meet new suppliers, as well as existing ones, so it broadens the range of sourcing options. It has given me the chance to see what's available, learn about the new trends in southern China and across the market."

Prateek Agarwal, Head Fabric Sourcing Vietnam, Asmara International Limited, Vietnam

Maximise your business opportunities with the Intertextile Hub

The Intertextile Hub consists of a series of digital tools to help you connect with the right buyers and exhibitors not only inside the venue, but also from different corners of the world. The secure and easy-to-use online services include:

- **Mobile app** that allows you to reach online buyers and show off your latest products and news online
- **Live streaming** of the fringe programme including forum sessions and product presentations
- **Exhibitor search platform** to extend your brand presence virtually
- Additional show information and links to the fair's social media networks



Fringe programme to maximise your brand exposure

Trend Forum

Display your on-trend fabric and accessories samples to inspire and attract potential buyers.

Seminars

Present your latest business strategies, market and trend information.



Business matching

Find the right business partners via our online business matchmaking platform. In 2020, over 110 onsite & zoom meetings were successfully held, connecting buyers & suppliers across regions.

“The online business meeting went smoothly and was really helpful to us. We successfully met a potential client who has expressed interest in our company’s products.”

Mr Liu Weilong, Huafang Co Ltd, China

Intertextile Shenzhen Apparel Fabrics

Date

2 – 4 November 2022

Venue

Shenzhen World Exhibition & Convention Center

Admission

Free admission. Trade visitor only. Persons under 18 will not be admitted

Organisers

Messe Frankfurt (HK) Ltd

Messe Frankfurt (Shenzhen) Co Ltd

The Sub-Council of Textile Industry, CCPIT

China Textile Information Center (CTIC)

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Contact us now to reserve a booth!

www.intertextileapparel.com



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