



# intertextile

SHENZHEN apparel fabrics

6 – 8.11.2023

Shenzhen World Exhibition &  
Convention Center, China

Greater Bay Area International Trade Fair for Apparel  
Fabrics and Accessories

Explore the ever-growing  
textile apparel market  
in South China

[www.intertextileapparel.com](http://www.intertextileapparel.com)



# Ride the next wave of growth in China's textile market

Despite global headwinds, signs are showing China's textile industry will continue to blossom. According to the Ministry of Industry and Information Technology, income for textile companies with revenue of USD 2.89 million or more was up 4.6% YoY in the first seven months of 2022\*. It is also anticipated that the China textile market will grow at a CAGR of over 5% during the forecast period 2020-2026\*.

\*Sources: [www.chinadaily.com.cn](http://www.chinadaily.com.cn), [www.researchandmarkets.com](http://www.researchandmarkets.com)

## Wide range of exhibitor products



## Strategic value of Shenzhen — China's fashion capital

Located in Guangdong, an important industry hub since the 1980s, Shenzhen enjoys the **triple synergistic effect** of the Greater Bay Area (GBA) Initiative, Belt and Road Initiative, and Regional Comprehensive Economic Partnership (RCEP). Shenzhen is also the home of **Dalang Fashion Town** — the only fashion-featured town in the GBA, home to more than **600 fashion enterprises** and nearly **1,000 designers**.

## Buyers attracted to comprehensive sourcing hub

China remains a top ranked global textile exporter, and the return of Intertextile Shenzhen will provide an effective platform for industry players to make the most of this promising market. By combining the globally recognised Intertextile Apparel brand with Shenzhen's strategic value, the fair has become a well-traversed gateway to the markets of Southeast Asia and Southern China. Held concurrently with **Yarn Expo Shenzhen, CHIC GBA**, and **PH Value**, the fair gives buyers the coveted opportunity to source from the entire textile value chain.



## Previous show scale



**886** exhibitors from **8** countries & regions



**42,000** visits from **26** countries & regions

## Meet quality visitors with purchasing power

- **Top visiting countries & regions\*** (excluding Mainland China): Australia, Canada, Denmark, France, Hong Kong, Iran, Japan, Korea, Macau, Taiwan, the US, and Yemen.

\*Listed in alphabetical order, including onsite and online visitors.

- **Domestic visitors:** mostly from Fujian, Guangdong, Jiangsu, Shanghai and Zhejiang.

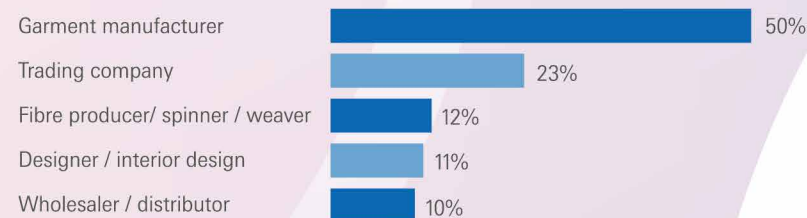
**>75%**

of buyers participate in purchasing decision-making

**>50%**

of buyers are in senior management / procurement positions

## Top 5 business natures



\*Total percentage is over 100 because of multiple selections.

## Exhibitor's feedback

"This fair has attracted more visitors than expected, and we are really glad about that. Many buyers are looking for sustainable or antibacterial products, and nearly all the visitors at this fair are in our target market. Most of them are export-orientated companies."

**Ms Leonie Liu, Head of Marketing and Business Development, Hohenstein Textile Testing Shanghai Co Ltd, China**

## Visitor's feedback

"At Intertextile Apparel, the vast amount of options and the clear categorisation of products make sourcing easy for us. We also have the chance to meet new suppliers, as well as existing ones."

**Mr. Prateek Agarwal, Head Fabric Sourcing Vietnam, Asmara International Limited, Vietnam**

## Maximise your business opportunities with Intertextile Hub



Dedicated hybrid showcase



Connect PLUS: business matching platform



Receive enquiries via interactive sourcing platform



Livestreaming onsite activities



## One-to-one business matching feedback

"Nine out of the ten exhibitors we spoke with matched our needs. The meetings were well curated to suit our requirements and overall were very successful. We were impressed with how well they were organised and it saved us a lot of time."

**Harbinder Rattha, Vice Chairman, Roverco Apparel Co, India**







## Increase your exposure with our fringe programme

### Fabrics China Trend Forum

Showcase your on-trend fabric and accessories samples to inspire fairgoers and draw potential clients to your booth!

### Seminars and product presentations

Present your latest business strategies, market and trend information and innovative ideas.

### Media exposure

Submit your company and product information for us to broadcast to over 400,000 followers via our e-newsletters and social media platforms, or display them at the fairground's press centre for extensive media exposure.

Follow us on:



## Explore South China's ever-growing textile apparel market!

### Intertextile Shenzhen Apparel Fabrics 2023

#### Date

6 – 8.11.2023

#### Venue

Shenzhen World Exhibition & Convention Center,  
China (Baoan District)

#### Admission

Free admission. Trade visitors 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)

#### Contact

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For more details, please visit:

**[www.intertextileapparel.com](http://www.intertextileapparel.com)**

**inter**textile

SHENZHEN apparel fabrics

Concurrent events

**yarn**expo

CHICGBA

