







Target buyers from locations crucial to global apparel industry

With China still the dominant clothing manufacturer, its industry's highly skilled labour and innovative technology, when combined with quality raw materials, lead to products sought-after the world over. Textiles remain a key part of the country's GDP, and the **Greater Bay Area (GBA) is one of the government's key development areas**.

Buyers from the GBA, South China, Southeast Asia and beyond are set to source at Intertextile Shenzhen Apparel Fabrics 2024, where you can supplement your exhibition calendar with **new market sales next summer**.





Benefit from Shenzhen's growing stake in fashion

Following the pandemic, **consumer behaviour has shifted from retailing to e-tailing.** China's e-commerce market is a worldwide growth driver, and fashion's 34.3% share dominates China's online sales*.

The fair is located in the heart of **Shenzhen**, where the country's tech and garment industries intersect, with the city home to regular fashion weeks, well-developed e-commerce companies selling apparel, and thousands of designers and brands.

*eCommerce Market Greater China - Data, Trends, Top Stores | ECDB.com (ecommercedb.com)

2023 show scale



Nearly **1,500** exhibitors from **16** countries & regions

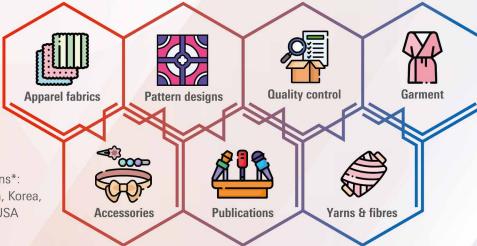


Over **22,000** visitors from **60+** countries & regions



Top 10 visiting countries & regions*: Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Russia, Taiwan, Türkiye, USA

Buyers seeking wide range of products



Showcase in the Garment Zone

Shenzhen* is:

- China's highest ranked garment industry
- Home to over 2,500 fashion brands, 90% of which are private brands
- One of China's 8 rising fashion capitals in 2023

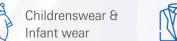
The fair's specialised Garment Zone puts your business directly in the path of regional buyers, including categories such as:



Casualwear



Functional wear & Sportswear





Suiting



Ladieswear



Swimwear & Lingerie



Shirting



Denim

*Shenzhen Fashion Week, where modernity meets tradition_EYESHENZHEN | WWD China City Power 2023: The Chinese Fashion Capitals Stepping into the Spotlight



Showcase your latest products, and demonstrate your innovation and market insights to passionate audiences, across multiple stages beyond your booth:





NEW





Meet quality buyers via one-to-one business matching

Apply for the fair's business matching programme to meet specially invited VIP buyers. There were 250 meetings organised at the 2023 edition, matching exhibitors with sourcing professionals from Hong Kong, Mexico, Russia, Spain, Sweden, Türkiye, the US, and more.



"Shenzhen is one of our next key markets. This fair continues to attract quality Chinese customers, including exporters, niche brands, and online shops, who are increasingly demanding sustainable and functional textiles, and a wide range of fabrics. With very target-oriented buyers, this is a crucial channel for us to expand our connections with new clients."

Mr Zheng Wang, International Division Sales Dept, Sunwell Co Ltd, Japan



Visitors' feedback

Sunwell Co Ltd

"As a fashion designer based in Shenzhen, I mainly design luxury traditional Chinese and office style women's clothing. This city is important, as there are so many factories close by, and the fairground has extensive resources and information for designers. I have found very interesting products at this fair; professional items I could not imagine even existed."

Ms Ran Yang, Owner, Sanpidama Fashion Design Company, China



Mr Selahaddin Çoka, Marketing Manager, Asude Textile Scarf Industrial CO LTD. Türkive



Fair facts

Date

5 - 7.6.2024

Venue

Shenzhen Convention and Exhibition Center (Futian), China

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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For more details, please visit:

www.intertextileapparel.com



SHENZHEN apparel fabrics

Concurrent shows

















Subject to change, as of January 2024