



# intertextile

SHENZHEN apparel fabrics

5 – 7.6.2024

Shenzhen Convention and Exhibition  
Center (Futian), China

Greater Bay Area International Trade Fair for Apparel  
Fabrics and Accessories

**NEW DATE AND NEW VENUE!**

Broaden your horizons in  
South China's garment hub

part of

**TEXPERTISE**  
the textile business network

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



messe frankfurt





# 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



\*In alphabetical order, excluding Mainland China.



# Showcase in the Garment Zone

NEW

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



Childrenswear & Infant wear



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*

## Maximise your exposure on-site through our fringe programme

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

### Product presentations



### Trend Forum



### Seminars



## 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.





## Exhibitor's feedback

"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

"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**

"We manufacture scarfs and shawls in Türkiye, and we're one of the biggest buyer of Chinese products. For five years we have been selling women's apparel fabrics as well. At this show, there is wide variety of exhibitors suitable for women's clothing, such as trading companies, dyeing companies, and printing factories, and many who have not attended Intertextile Apparel in Shanghai before."

**Mr Selahaddin Çoka, Marketing Manager,  
Asude Textile Scarf Industrial CO LTD, Türkiye**



## 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)

### Contact

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For more details, please visit:

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

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SHENZHEN apparel fabrics

Concurrent shows

**yarnexpo**



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