

2019 Shenzhen International Trade Fair for Apparel Fabrics and Accessories 2019深圳國際紡織面料及輔料博覽會

Show review report



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Catching opportunities & connections in China's fashion capital

The Shenzhen International Trade Fair for Apparel Fabrics and Accessories, also known as Intertextile Pavilion Shenzhen, wrapped up another successful edition in **July 2019**. Exhibitors enjoyed fresh opportunities in China's fashion capital, making connections in South China as well as the Asia-Pacific regions.

Visitor profile

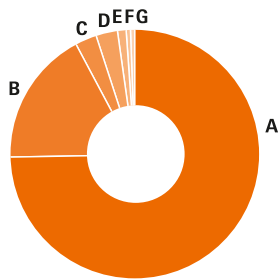


17,745 buyers from
46 countries & regions

Top 10 visitor countries & regions (excluding Mainland China)

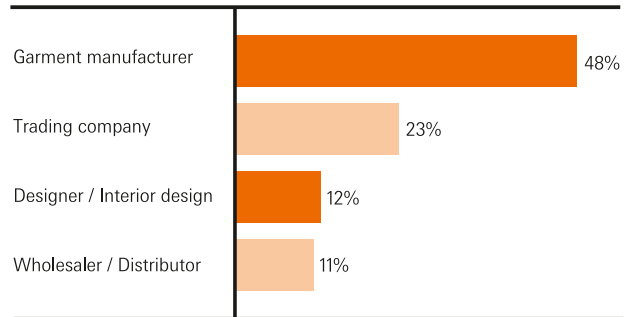
Australia, Canada, Hong Kong, India, Japan, Korea, Macau, Russia, Taiwan, USA

Domestic buyers by region

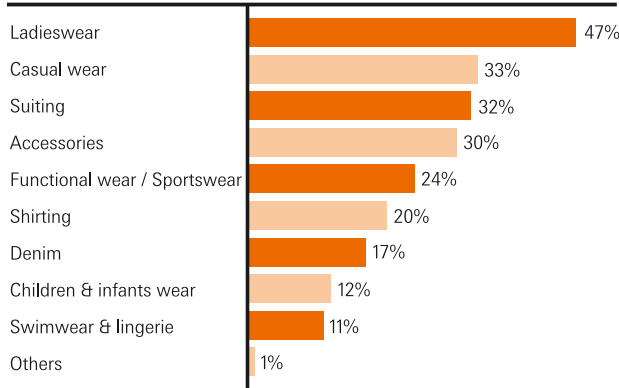


A. 74.9% South China
B. 17.5% East China
C. 2.8% Central China
D. 2.6% North China
E. 1.2% South West China
F. 0.7% North East China
G. 0.3% Northwest China

Top four buyer backgrounds



Buyers' product interests*



*Total is more than 100% because of multiple selections

Visitor comment

The exhibition location in Shenzhen makes it **convenient for us to visit factories in Guangzhou and Hong Kong after meeting exhibitors and suppliers**. We have found several potential suppliers to have further discussions with. The exhibition has a **very clear layout and division of categories** that certainly makes it **easy for buyers to navigate**, especially for first-time visitors like me.

Ms Anna Tchikicheva, Designer and Owner, Charm Wedding Design, Canada

Overseas

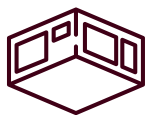


Domestic





Exhibitor profile



1,065 exhibitors from
11 countries & regions

Including Australia, Mainland China, Germany, Hong Kong, India, Italy, Japan, Korea, Taiwan, Turkey and the UK. Exhibitors at the fair commented on the **increasing demand for quality products, sustainable fabrics and small orders with high growth potential**. They noted a greater quantity of designers, garment **factories and trading companies**.

Pavilion feedback

Fine Japan Zone: Buyers from the South China market are seeking more quality fabrics and designs, driving demand for Japanese products. With next year's edition moving to October, Japanese exhibitors will be more focused on A/W ladieswear fabrics for domestic customers.



Korea Pavilion: Chinese fashion trends are very close to Korean, which creates great business potential for Korean fabric suppliers. The Chinese market is huge and still growing, and there are a lot of **manufacturers and traders** near Guangzhou and Shenzhen which enables exhibitors to expand business in China through the Shenzhen fair.



Taiwan Pavilion: Functional fabrics are the strength of Taiwanese suppliers, with innovative solutions to improve waterproof, quick dry and anti-bacterial functions. Many buyers in the Shenzhen show, such as athleisure and intimate wear brands, were looking for functional fabrics. The buyer flow at the Taiwan Pavilion was of a high quality.



Exhibitors' opinions

We've met returning customers including AUM, which is owned by Marisfrolg, INSUN under Yinger Group and some new customers from Beijing. **The buyers here in Shenzhen focus more on quality** and this is good for us even though our collections are a little more expensive. When the fair moves to a later date next year, this will be fine **as we can introduce our A/W ladieswear to domestic customers**.

Mr Atsushi Yamazaki, President, Crystal Cloth, Japan

In the South China market, you can **find a lot of second-tier brands** that might not be able to buy from big companies, and this is where we come into place. We **accept small quantity orders and offer custom-made services** which accommodate their needs.

Ms Acelin Chen, Specialist, Lee Ven Industrial Co., Ltd, Taiwan

Fringe programme

Fabrics China Trend Forum

The Spring / Summer 2020 trend forum showcased **plenty of fabric samples from various exhibitors**, to inspire visitors with the latest fabric and accessories trend forecasts.



Seminars

Four seminars focused on design and sustainability, including trends for Spring / Summer 2020 and Autumn / Winter 2020-21 as well as sustainable updates with OEKO-TEX®.

Business Matching

Over 40 meetings were arranged onsite with buyers from Canada, Hong Kong, Russia and South Africa.



As part of the Intertextile network, the fair will be renamed Intertextile Shenzhen Apparel Fabrics. Get in touch to find out more.

New date, new venue

Date: Fourth quarter of 2020

Venue: Shenzhen World Exhibition & Convention Center

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