

Press release

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## Strong exhibitor registration shaping up for Intertextile Shanghai Home Textiles – Autumn Edition

Yan Li  
Tel: +852 2230 9281  
[Yan.Li@hongkong.messefrankfurt.com](mailto:Yan.Li@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.intertextilehome.com](http://www.intertextilehome.com)

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Exhibitor registration for the Autumn Edition of Intertextile Shanghai Home Textiles has been strong since applications opened in December last year. Renowned global players such as D Décor Home Fabrics (India), G.M. Syntex Pvt (India), Naturtex (Hungary) and SIC Global Textiles (Poland) are amongst those to have already confirmed their participation. Held from 24 – 26 August 2020, the fair is the largest trade platform in China for international buyers to meet potential supply partners in the second half of the year. The fair's early bird discount will be extended until 30 March. Interested companies can [register](#) online to enjoy a 10% discount.



Industry players from key international markets gather at Intertextile annually

“We are planning for all our trade fairs in the second half of the year to go ahead as scheduled following the disruptions from the COVID-19 virus to our events earlier in the year,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd said.

“Although the virus outbreak will no doubt have an effect on the Chinese economy, there were strong economic figures in the Chinese home textiles industry last year, so we expect the economy and this sector to rebound strongly once the virus is brought under control. We look forward to the upcoming Autumn Edition and our teams will leave no stone unturned to ensure a successful trade fair for domestic and international

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

exhibitors and visitors alike.” Ms Wen further explained.

### **Discover abundant new products and design trends**

As the leading business platform for the home and contract textile industry in the Asia Pacific region, participants of Intertextile can always discover the latest innovations and trends of the textile and interior design industry. This year, the fair continues to cover the entire spectrum of home and contract textile products including:

- Decorative Fabrics (Upholstery & Curtains)
- Bedding, Bath, Kitchen & Table
- Carpets & Rugs
- Sun-Protection
- Wallcoverings
- Textile Editors
- Whole Home Products
- Digital Print & Technics
- Fibres, Yarns & Chemicals
- Textile Designs

In addition, Intertextile is pleased to cooperate with the renowned international forecasting agency NellyRodi™ from France again in presenting the hottest international home furnishing trends. A trend committee led by NellyRodi and formed by top forecasters including Carlotta Montaldo, Juliette Lamarca, Shen Lei and Studio NOCC will be responsible for determining the major design trends which will be demonstrated in the three-day fair via a series of events and displays. More details about the trends will be announced soon.

Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

To find out more about this fair, please visit: [www.intertextilehome.com](http://www.intertextilehome.com).  
For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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### **Further press information & picture material**

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-home-textiles-autumn.html>

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### **NEW: Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

Intertextile Shanghai Home Textiles –  
Autumn Edition 2020  
Shanghai, China, 24 – 26 August 2020

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in

Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at:

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

\* preliminary figures 2019