

Press release

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Intertextile Shanghai Home Textiles 2020: extensive fringe programme & online business matching platform

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As the first physical trade event for home textiles held by Messe Frankfurt since January, the Autumn Edition of Intertextile Shanghai Home Textiles is gearing up to kick off from 24 – 26 August at the National Exhibition and Convention Center. Not only will the trade fair present an extensive range of home and contract textile products but also high quality fringe programme events that feature a wide breadth of topics and a strong line-up of speakers. Furthermore, the fair will be launching a new online business matching platform which enables participants, who cannot come to Shanghai due to travel restrictions, to find and connect with their potential partners from all over the world.

In addition to the comprehensive sourcing options available, the fair's event programme will provide the industry with the latest trends and insights in four topics: Design Inspiration, Business O2O, Textile & Technology and Industry Empowerment. Each topic will have a unique mix of conferences, seminars and presentations that together reflect the future of the home textile industry. Highlighted events include:

Design Inspiration

The events of Design Inspiration will revolve around the 2021 Intertextile Trends. One of the highlights will be the **2021 Intertextile Trend Forum**, which is led by Shen Lei, the Chinese representative of the Intertextile International Lifestyle Trend Committee.

- On day 1, from 14:00-17:00: **2021 Intertextile Trend Forum**, coordinated by Shen Lei, will bring together five prominent Chinese designers including Ben Chen, Ben Wu, Meng Ye, Paul Pang and Xie Ke, who will offer an in-depth overview of the 2021 Intertextile Trends, as well as the Chinese market conditions. The forum will be held in hall 5.1C18 and streamed live online.

This year, Intertextile is delighted to cooperate again with the NellyRodi™ Agency from France to present the design theme for 2021– “BOUND” – together with three trends: COZY WARMTH, PAST FUTURE and BOLD CLASH. Each trend is a reflection on the current environmental, economic, societal and identity changes.

Messe Frankfurt (HK) Ltd
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In addition to this, the fair will launch the **Designer x Brands Virtual Showroom** at hall 4.1C39 and hall 5.1C32, which is specially curated by

Shen Lei. In the virtual showroom, the above six top Chinese designers, in collaboration with selected exhibitors including **Huatex International**, **JAB**, **Morphrow**, **Novatex**, **YADA** and **Zhejiang Maya Fabric**, will present various collections of textile products that reflect the concept of the 2021 Intertextile Trends.

Business O2O

To accommodate buyers who cannot come to Shanghai due to travel restrictions, Intertextile has launched an innovative cloud platform, which enables participants to virtually walk through the trade fair under the guidance of the Home Textile Association's experts. With this digital platform, participants can explore innovations in every home textile segment and engage with key decision-makers in the industry.

Textiles & Technology

Digital textile printing is bringing fundamental changes to the home textile industry as it can offer flexibility, speed and personalisation of production all at once. In response to the increasing demand for digital printing, Intertextile will offer relevant information about this ground-breaking technology via a series of practical, inspiring seminars.

- On day 2, from 13:30-17:00: **Ride the Storm – Home Textile Digital Printing Forum** will include an array of educating seminars and discussions that hit key industry topics. Powered by Fashion Print, the seminars will gather some of the biggest names in the digital printing industry to cover the latest market trends, technology developments, colour management, digital manufacturing, sustainable practices and more. The forum will be held in hall 3M12.

Industry Empowerment

The well-received **Furniture & Home Textile Direct Negotiation Event** will return to offer a platform for furniture companies and fabric brands to hold high-value business meetings, maximising their business opportunities.

Contract Business 360° continues to be a focus

Under the concept of Contract Business 360°, over 40 premier upholstery exhibitors will be presenting their latest textile products and furnishing solutions for contract use, offering functionality, diversity and style at the same time. Exhibitors include **Guangzhou Yuanzhicheng Home Textile**, **Haining Julai Textile**, **JAB**, **Morgan Shanghai**, **Symphony Mills**, **Suzhou Roufang**, **Ter Molst International**, **Zhejiang Hexin** and **Zhejiang Maya Fabric**. Additionally, top brands such as **Agmamito** from Poland and **Wollsdorf Leather** from Austria will be exhibiting for the first time at Intertextile.

Connecting exhibitors and suppliers, both onsite and online

Taking into consideration the current international travel restrictions, Intertextile will be launching a new online business matching platform, which is dedicated to connecting suppliers and buyers across the world. With this free service, participants will be able to identify and connect with potential business partners based on their preferences and interests. Interested buyers can register here: <http://hk.mikecrm.com/CLBHUB0>.

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.

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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Newsroom

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

Background information on Messe Frankfurt (as of June 2020)

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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