

Press release

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## Intertextile Shanghai Home Textiles to return in August 2021

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**From 25 – 27 August, 2021, Intertextile Shanghai Home Textiles – Autumn Edition will join forces with Intertextile Shanghai Apparel Fabrics – Autumn Edition, Yarn Expo Autumn, PH Value and CHIC to showcase the latest products and services within the entire textile sector. Collectively, the fairs are set to offer valuable synergistic effects for the home décor, apparel, yarn and fibre industries.**



Intertextile Home is regarded as Asia's leading trade platform for home and contract textiles

Despite the disruption caused by the pandemic, the Autumn Edition of Intertextile Shanghai Home Textiles 2020 was able to go ahead as scheduled to support the industry's recovery. The three-day show welcomed a total of 26,673 trade buyers from 43 countries & regions, as well as 643 exhibitors from 11 countries & regions. What's more, the show's virtual events drew 558,179 attendees from across the world.

"We are delighted that Intertextile 2020 was able to run as planned and received positive feedback from participants. It is a confirmation of our leading position in the Asian industry, and our unwavering commitment to providing the best trade platform for our exhibitors and visitors that reflects market demands," said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. "As we continue to navigate through these

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challenging times, we look forward to developing more creative and flexible solutions to adapt to the ever-changing business environment. The 2021 edition will continue with the hybrid format that combines both physical and virtual events, in order to facilitate contacts between suppliers and buyers worldwide, and open up new opportunities in the post-pandemic era.”

“Additionally, we decided to hold Intertextile Shanghai Home Textiles concurrently with Intertextile Shanghai Apparel Fabrics and Yarn Expo next year. Holding these three events at the same time and place will generate exciting synergistic effects, as well as provide a comprehensive sourcing platform for participants. And, of course, the show will present a series of high-quality fringe events for fairgoers to gain the latest market trends and insights,” Ms Wen added.

### **Discover a new season of inspiration at Intertextile**

At the upcoming fair, exhibitors will fill four halls at the National Exhibition and Convention Center (Shanghai), occupying an area of 100,000 sqm. To offer a more efficient and convenient sourcing experience for buyers, the fair will once again feature an array of product zones and country & region pavilions including:

- **Country & region pavilions:** presented by Belgium, India, Pakistan, Taiwan and Turkey.
- **Carpet zone:** featuring renowned domestic and international providers of carpets and floor coverings.
- **Editor zone:** offering high-quality upholstery fabrics from prominent European manufacturers.
- **Finished product zone:** international suppliers will showcase their latest finished goods for a variety of applications.
- **Textile design zone:** leading design studios will exhibit their creative ideas and products for all areas of the interior markets.
- **Textile technology zone:** presenting cutting-edge textile technologies which can achieve flexibility, efficiency and sustainability.
- **Contract business:** leading suppliers will offer a vast portfolio of functional fabrics catering to different interior settings such as hotels, restaurants and public spaces.

Intertextile Shanghai Home Textiles – Autumn Edition 2021 will be held concurrently with Intertextile Shanghai Apparel Fabrics – Autumn Edition, Yarn Expo Autumn, PH Value and CHIC. 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).

The next fair in this series is the Spring Edition which will take place in Shanghai from 10 – 12 March 2021. To find out more about these fairs, 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>.

Intertextile Shanghai Home Textiles –  
Autumn Edition 2021  
Shanghai, China, 25 – 27 August 2021

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

<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

### **Follow Intertextile Shanghai Home Textiles on social media**

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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](http://www.texpertise-network.com).

### **Background information on Messe Frankfurt (as of December 2020)**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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 2020