

Press release

July 2021

Intertextile Shanghai Home Textiles to offer online sourcing again for next month's Autumn Edition

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Asia's leading international trade fair for home and contract textiles returns for its 27th edition next month, offering suppliers and buyers a much needed boost with physical and virtual participation options. Buyers around the world can source from over 800 exhibitors both during the 25 – 27 August show period and online after the fair.

Intertextile Shanghai Home Textiles – Autumn Edition will open next month following successful in-person editions last August and this March. This year the fair will be held concurrently with Intertextile Shanghai Apparel Fabrics, Yarn Expo Autumn, PH Value and CHIC at the National Exhibition and Convention Center.

To better cater to the needs of those who cannot travel to Shanghai, last year's successful online buyer service returns again in 2021. Livestream presentations specific to product categories will be conducted each day of the fair, with online buyers able to communicate dynamically with the exhibitors, or follow up with them after the fair. An online matching programme will also be offered again, with buyers able to arrange virtual meetings with their desired exhibitors during and after the fair.

For those buyers able to attend the fair in-person, a VIP buyer programme a free business matching service is offered. Registration for both the online service and in-person VIP buyer programme can be found [here](#).

Belgium Pavilion confirmed alongside leading Chinese suppliers

This year marks the 10th consecutive year the Belgium Pavilion has featured at Intertextile Shanghai Home Textiles. Organised by Fedustria, the pavilion will showcase a range of high-end, premium products from the country, especially fabrics for woven, velvet and suede applications, and with backing, lamination and fire retardant properties. Featured exhibitors include:

- **Ter Molst International:** interior textile specialists founded in 1953, they offer a wide range of upholstery and decorative fabrics, all exclusively made in Belgium.
- **Libeco-Lagae:** with a passion for linen since 1858, they boast a mill located in the middle of the European flax region. The company believes in flax and linen as a sustainable, premier product, and their products are a guarantee for authenticity,

Messe Frankfurt (HK) Ltd
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traceability, quality and transparency.

- **GTA Hangzhou:** this exhibitor brings together the top-quality fabrics of Belgian sister companies Symphony Mills, Ter Molst and Artilat. New collections that will be presented at Intertextile Shanghai include Boho (their bohemian chic multicolour upholstery fabric which is a combination of chenille and bouclé yarns), Tweed (featuring new colours and for use as upholstery or curtain fabric, a fire-retardant eco-friendly finish can also be applied) and Cambridge BO (a chenille black-out fabric inspired by the looks of their Oxford collection).

Amongst the hundreds of Chinese suppliers taking part in the fair are Shanghai Sunwin Industry Group and Suzhou Transparent Electronic Technology. Sunwin is a specialist in home furnishings, apparel accessories and new material technologies, and supplies a range of mid-range and high-end department stores and brand stores worldwide.

Suzhou Transparent will showcase their line of automated machinery, including four-sided sewing machines for various home textiles products including towels and curtains. This innovative company also offers a home textile smart factory, consisting of software and hardware for automated production, workshop information & transportation and monitoring.

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 at the National Exhibition and Convention Center. 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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Notes to editors:

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

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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