

Press release

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Intertextile Shanghai Home Textiles returns in August 2022 to fulfil global sourcing demands

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Intertextile Shanghai Home Textiles – Autumn Edition is scheduled to hold its 28th edition at the National Exhibition and Convention Center from 15 – 17 August 2022. This leading international trade fair in Asia for home and contract textiles will continue to provide an essential business platform for the industry to meet global sourcing demands. Suppliers can now apply for a booth with an early-bird discount to showcase their trending products.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd commented: “We were pleased that both the Spring & Autumn editions could go ahead in 2021 to provide a strong platform for exhibitors and buyers to do business and network in person during these challenging times. To allow for global participation in the show, we will continue to offer value-adding digital solutions in the coming Autumn Edition to help international participants to stay connected with their Chinese business counterparts and open up new possibilities into the growing Chinese market. Interactive webinars, live streaming product presentations, plus the featured Online Business Matching platform, will all be featured again in the hybrid fair, along with a variety of concurrent onsite events for in-person visitors.”

The August fair is preceded by the Spring Edition which will be held from 14 – 16 April. It will take place concurrently with Intertextile Shanghai Apparel Fabrics, Yarn Expo, CHIC and PH Value at the same venue.

A place for the entire home textile industry to connect

The 2021 Autumn Edition welcomed 20,106 trade buyers from 41 countries & regions and 749 exhibitors from 10 countries & regions during the three-day fair. The show also saw the return of the Belgium Pavilion, where it once again introduced a selection of high-end and premium products in its 10th consecutive year of participation.

Mr John Wang from Suzhou Roufang Textile Technology Co Ltd’s General Manager, a local supplier who had also joined the fair for 10 years, expressed his confidence in this major physical industry event: “90% of our customers were sourced from Intertextile. I think it is still necessary to have physical shows, as we do fabrics and they are not like finished products, so people will still need to talk face to face, and touch the fabrics.” Morphrow’s Director Operations Mr Hohans Cheung said he

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was happy to meet with their clients at the show: “The fair is a very good opportunity for us as everybody comes here, and we’ve been able to discuss potential business with them again. Intertextile is a very important part of our sales mix as you get the possibility to get all the leads and prospects in one place.”

In order to allow buyers to benefit from a time-saving and effortless sourcing experience, Intertextile Shanghai Home Textiles 2022 will once again serve as a hub for an array of home textile product categories, including:

- Bedding, Bath, Kitchen & Table
- Upholstery & Sofa Fabrics
- Curtains & Curtain Fabrics
- Carpets & Rugs
- Wall
- Design & Technics
- Whole Home
- Editors
- Contract Business

Exhibitor registration is now open, with a 10% early-bird discount available until the end of March. Interested parties can find out more here:

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

The 2022 Intertextile Shanghai Home Textiles – Autumn Edition will take place from 15 – 17 August, and this year returns to status quo with the fair held separately, and Intertextile Shanghai Apparel Fabrics – Autumn Edition and Yarn Expo Autumn held a few days later. The fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

The next edition of the fair, the Spring Edition, is scheduled for 14 – 16 April 2022. To find out more about these fairs, 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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<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2022/ITSH22-PR1.html>

Further press information & picture material

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

Intertextile Shanghai Home Textiles –
Autumn Edition 2022
Shanghai, China, 15 – 17 August 2022

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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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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.hk

* Preliminary figures for 2021