

Press release

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## Intertextile Shanghai Home Textiles confirms August 2023 return amid resumption of global trading activities

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**With many trade fairs restarting their event schedules worldwide, and China notably relaxing border restrictions for travellers entering the country, global industry players are looking forward to the return of the renowned Asian home textile show. The Autumn Edition, which is more targeted towards international participants, will take place at the National Exhibition and Convention Center (Shanghai) from 16 – 18 August 2023. Due to easing travel restrictions and the promising home textiles market, the organisers expect to welcome more overseas exhibitors and visitors to the upcoming show.**

With China's reopened borders the latest step in the global home textiles industry getting back on track, international suppliers have been actively seeking ways to reinvigorate business growth stunted by the pandemic, and participating in reputable trade fairs is a common choice.

Lanzii (Shanghai) International Trade Co Ltd's Operations Director (Asia Pacific) Mr Henry Huang, speaking at the previous edition, discussed the advantages of exhibiting as an Italian company: "This is our third time joining the show. We have always found Intertextile Shanghai Home Textiles a good channel to increase our brand awareness and expand our presence in the Chinese market. We will continue to exhibit at future editions to promote our products."

### **Chinese policies to encourage international business participants**

According to TexPro, the global home textiles market is expected to grow at an annual rate of 3.5% between 2020 and 2025, with the market size to reach over USD 151 billion by the end of the forecast period. Regionally, China is expected to remain the world's largest home textiles market with a share of over 28%.<sup>1</sup>

As an important sector for the home textiles industry and the global economy in general, China has announced several policies to facilitate business and trading activities that involve foreign companies. One of the most important is the ease of the travel regulations when entering the country.

Messe Frankfurt (HK) Ltd  
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<sup>1</sup> Fibre2fashion: Global home textiles market to grow at 3.51% to reach \$151 bn by 2025.

[https://www.fibre2fashion.com/news/textile-news/global-home-textiles-market-to-grow-at-3-51-to-reach-151-bn-by-2025-283668-newsdetails.htm?utm\\_source=sendinblue&utm\\_campaign=F2F%20Newsletter%20October22&utm\\_medium=email](https://www.fibre2fashion.com/news/textile-news/global-home-textiles-market-to-grow-at-3-51-to-reach-151-bn-by-2025-283668-newsdetails.htm?utm_source=sendinblue&utm_campaign=F2F%20Newsletter%20October22&utm_medium=email)

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, expressed: “We are now even more confident at the prospects of delivering a strong Autumn show, as the softening of China’s border policy may allow foreign companies and industry professionals to return to the fair. With well-known participating brands, extensive product categories, and an informative fringe programme, the fair will continue to serve as the hub for resource exchange within the global home textile sector, and prove particularly essential for the industry players who wish to enter the Chinese market.”

735 exhibitors and over 20,000 buyers joined the previous edition, and participants can expect a comprehensive platform in autumn. The fair will comprise a wide range of home textile products, including bedding & towelling, rugs, table & kitchen linen, upholstery & curtain fabrics, editors, home textile technologies and textile design. 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 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>.

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Notes to editors:

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<https://intertextile-shanghai-hometextiles-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2023/itsh23-pr1.html>

**Further press information & picture material**

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

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**Newsroom**

**Texpertise, the textile business network**, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry. Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands.

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters 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 for 2022