

news +++ Intertextile Shanghai Home Textiles
National Exhibition and Convention Center (Shanghai), 14 – 16 August 2024



Intertextile Shanghai Home Textiles – the comprehensive global platform returns in August 2024

Shanghai, December 2023. After welcoming back more international faces in 2023, Intertextile Shanghai Home Textiles – Autumn Edition is quickly re-establishing its advanced position as a hub to connect industry players from both inside and outside of Asia. Looking ahead, the stage will be set once again at the National Exhibition and Convention Center (Shanghai) next year, allowing exhibitors and buyers from the industry to match their trading needs onsite. Thanks to the resumption of global travel and the ongoing industry recovery, the next Autumn edition is slated to attract even more multinational fairgoers and diverse home and contract textile collections. The fair will return in 14 – 16 August 2024.

A recent study showed a significant rise in corporate travel in 2023, driven largely by the resurgence of live business events and the easing of restrictions following several turbulent years¹. Adding to this, the Chinese government has announced several measures in a bid to attract more international visitors, including a simplified visa application process as the latest initiative².

As one of the largest economies in the world, China is renowned for producing high-value products across the home textile spectrum, making Intertextile Shanghai Home Textiles an essential stop for global suppliers and buyers aiming to kick off the next business season.

Mr Tong Xu, Chairman of SR Hometextile Co Ltd, China, a company that exhibited alongside the British brand 'Prestigious Textiles' shared his observation at the 2023 show: "The visitor flow at this edition has exceeded our expectations. But what surprised us most is the high number of foreign buyers onsite. We met with many customers from the Middle East, Southeast Asia and other regions yesterday, so I think the influence of the show is still strong."

Elaborating on the attention that the previous edition received, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, expressed: "We welcomed over 32,000 trade visitors in August across the 100,000 sqm fairground, marking a nearly 60% increase compared to the previous edition. The diverse origins of fair participants were remarkable, with trade buyers traveling from 101 nations and regions crossing paths with 1,035 exhibitors from 13 counties and regions. At the next edition, we will continue to expand our reach to emerging markets, allowing more premium products to shine through at this international gathering point."

More markets to discover via the global platform

¹ Deloitte: Navigating toward a new normal: 2023 Deloitte corporate travel study.

<https://www2.deloitte.com/xs/en/insights/focus/transportation/corporate-travel-study-2023.html>

² China Briefing: China Reopening After COVID: Latest Developments and Business Advisory. <https://www.china-briefing.com/news/china-coronavirus-updates-latest-developments-business-advisory-part-2/>

A returning Japanese exhibitor, Mr Chen Zhang, Manager of Textile Depo Co Ltd expressed during the previous fair: “Participating in this fair is beneficial for our business, as it allows us to connect with new customers each time we exhibit. On the first day we were already in talks with 22 clients for new deals. Besides local buyers, we also received enquiries from visitors from Thailand, Vietnam and other countries.”

Emerging markets have become a significant focus for the industry in recent years. China's exports of home textiles to the ASEAN market amounted to around USD 2.09 billion in the first quarter of 2023, with an increase of 18% year-on-year; of which around USD 1.38 billion was exported in finished goods, seeing a rise of over 42% year-on-year³. With this growth in trade, buyers from fast growing emerging markets are expected to increasingly benefit from the Intertextile Shanghai Home Textiles platform to fulfil their sourcing needs.

The upcoming Autumn edition will continue to 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.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

28 February – 1 March 2024, Ho Chi Minh City

Intertextile Shanghai Home Textiles – Spring Edition / Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring

6 – 8 March 2024, Shanghai

Intertextile Shanghai Home Textiles – Autumn Edition

14 – 16 August 2024, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn

27 – 29 August 2024, Shanghai

Press information and photographic material:

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

Social media and website:

<https://www.facebook.com/intertextilehome>

<https://twitter.com/IntertextileH>

³ China TexTile: Analysis of the operation of China's home textile industry in the first quarter of 2023.
<https://info.texnet.com.cn/detail-940885.html>

<https://www.linkedin.com/in/intertextilehome/>

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



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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. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* 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

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

* Preliminary figures for 2023