

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

intertextile
SHANGHAI home textiles

30 years of expertise: Intertextile Shanghai Home Textiles marks anniversary with returning pavilions and new product zone

Shanghai, May 2024. One of the most influential home and contract textile platforms in Asia, the show will mark its 30-year milestone at the National Exhibition and Convention Center (Shanghai) this autumn, from 14 – 16 August 2024. With industry players from around the world gearing up to join this year’s anniversary edition, the comprehensive showcase will feature returning pavilions, a new product zone, and high-profile exhibitors, encompassing a wide range of fabrics and more.



A comprehensive home textiles platform for international sourcing and industry exchange. (Photo: Messe Frankfurt)

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, commented on the fair’s ongoing importance: “Successfully organising a trade fair of this scope and scale for three decades has not been without its challenges. However, we have always strived to overcome market changes, while actively adapting to and shaping industry trends, to encourage meaningful, profitable business between exhibitors and buyers. This year we plan to go from strength to strength, offering the best gateway for overseas suppliers to enter the Chinese home textiles market, and serve as an irreplaceable business platform

for industry players to connect and explore potential business opportunities across borders.”

30th anniversary celebration: growing with the industry

With the ‘Intertextile’ brand present in the Chinese textile market since 1995, increasing market demand, both domestically and internationally, has contributed to the consistent upward trajectory of Intertextile Shanghai Home Textiles – Autumn Edition.

By utilising advanced technologies and abundant resources, China has earned its global reputation as one of the major manufacturing hubs for home textile products. Chinese home textile exports reached over USD 4.8 billion in the first two months of 2024, a year-on-year increase of 13.7%¹, demonstrating a welcome recovery. On the other hand, the country’s huge population, coupled with its increasing per capita textile consumption and home renovation projects, is providing a plethora of business opportunities for international suppliers to discover.

Featured zones and country pavilions to receive collective attention

At this special edition, a new product zone will be unrolled for the first time—the Carpets & Rugs Zone. Set to feature various related products, the rising demand for these floor coverings has prompted the birth of this new featured zone. Meanwhile, the highly sought-after Designer Studio will return to help buyers achieve product-specific sourcing goals. Furthermore, with carpets, curtains, sun protection, leather, and many more home textiles all zoned accordingly under one roof, buyers will be able to source efficiently from a full range of products.

The Belgium and Türkiye Pavilions will once again showcase various product series from premium brands, alongside a comprehensive list of domestic exhibitors and multiple standalone international suppliers set to present their latest innovations and designs. Highlighted exhibitors include:

- Advansa Marketing GmbH (Germany)
- Beijing Romin Home (China)
- Zhangjiagang Coolist Life Technology Co Ltd (China)
- Elastron Group (Portugal)
- Love Home Fabrics (Belgium)
- Mobus Fabrics Ltd (UK)
- Morgan Fabrics (USA)
- Prestigious Textiles (UK)
- Raffinato Inc (USA)
- Suzhou Roufang Textile Technology Co Ltd (China)

Beyond exhibitors’ booths, the fair’s highly anticipated fringe programme will showcase innovations and discuss market trends, such as broadly discussed AI and sustainability topics, to help fairgoers stay ahead of the curve. Simultaneously, the Danish trend agency SPOTT, founded by Ms Anja Bisgaard Gaede, also the leading trend agency for Heimtextil 2024, will be collaborating with the fair for the first time this year. The organisation will present an innovative trend area, set to illustrate design inspiration and industry direction for the upcoming season, through a series of creative displays. In addition, Mr Shen Lei, Founder and Design Director of Interior Architects Design, and the

¹ Tnc.com.cn: Analysis of China’s home textile exports from January to February 2024. <https://www.tnc.com.cn/info/c-001001-d-3742104.html>

Chinese representative of the Intertextile International Lifestyle Trend Committee, will be returning this year to delve into design topics via his exclusive seminar.

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).

Intertextile Shanghai Home Textiles – Autumn Edition will take place from 14 – 16 August 2024.

To find out more about these fairs, please visit: www.intertextilehome.com.

Press information and photographic material:

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

Social media and website:

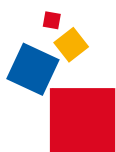
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Newsroom

The banner features a dark background with a world map and a network of colored dots connected by lines. On the left, two white circles contain the text '13 Countries' and '50+ Trade fairs'. In the center, the text 'TEXPERTISE the textile business network' is displayed above a red button with the URL 'www.textpertise-network.com'. At the bottom, a horizontal bar is divided into four colored sections: red ('Apparel Fabrics & Fashion'), green ('Interior & Contract Textiles'), blue ('Technical Textiles & Textile Processing'), and grey ('Textile Care').

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