

news +++ Intertextile Shanghai Home Textiles
National Exhibition and Convention Center (Shanghai), 20 – 22 August 2025

intertextile
SHANGHAI home textiles

Intertextile Shanghai Home Textiles embraces new decade of powering connections in August 2025

Shanghai, 10 December 2024. After wrapping up its 30th anniversary event earlier this year, Intertextile Shanghai Home Textiles – Autumn Edition is set to open up a new chapter at the National Exhibition and Convention Center (Shanghai) from 20 to 22 August 2025. Under the new fair slogan ‘Powering home textile connections in Asia’, the global trade platform will once again gather international and domestic industry players, using its ‘textile power’ to facilitate business exchange during the peak sourcing season in autumn.



Asia's premium sourcing destination for global home textiles buyers. (Photo: Messe Frankfurt)

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, emphasised the importance of this event in fostering collaborations beyond borders and across sectors: “Visitors to our 30th anniversary edition this year increased by 10%, and 13% of the total was made up of international buyers. With China extending its visa-free entry and adding more countries to the list, we are optimistic for a further increase in overseas visitors next August, and for the fair to demonstrate its rising value to global industry players. The international and domestic markets are showing optimistic signs, and Intertextile Shanghai Home Textiles is the ideal platform for exhibitors to showcase their ‘textile power’ to the

home and contract sectors. Next year, and in the coming decade, we will continue to organise high-quality events and provide exceptional services to support our fairgoers.”

‘Textile power’ is a key message shared across the home textile segment of Messe Frankfurt’s Texpertise Network, with Intertextile Shanghai Home Textiles amplifying the concept in Asia via the key textile hub of Shanghai, demonstrating a commitment to connect industry players from around the world, across sub-sectors and related markets.

Meanwhile, China’s home textile industry is leveraging its strong manufacturing advantages, with a rebound in demand from major export markets in 2024 reversing the decline seen in 2023. From January to September, the country’s home textile exports reached USD 35.7 billion, a year-on-year growth of 3.8%¹, with the US, EU, and Latin American markets demonstrating growth well above the average. In many cases the demand has echoed the global trends of sustainability and innovation, strongly in evidence at the show in 2024 and set to continue as prominent themes in 2025.

Discussing emerging market trends, a Japanese exhibitor at the previous edition, Mr Runhao Ma, General Manager, Overseas Sales & Production Dept of Toyo Orimono Co Ltd, noted: “Previously only about 10% of our Japanese customers were looking for sustainable products, now 50% to 60% of our customers have such demands. This is one of the best international fairs in China to expand our reach to domestic and overseas buyers, which is why we continue to exhibit here. On the first day, we had already connected with more than 60 groups of very interested buyers.”

Mr Mário Abreu, Technical Manager of the Elastron Group from Portugal also indicated the importance of exhibiting at the textile trading hub: “This is our fifth time joining Intertextile Shanghai Home Textiles, we have a division in China with a huge commercial team, and we noticed this show is good for our Chinese market. We are happy with the first day, and had plenty of visitors, mainly Chinese but also some from the Middle East.” Commenting on sustainability, he added: “We have a selection of textile-waste recycled fabrics that use zero water in production – if you manufacture a sofa using these fabrics you save 250 litres of water and about 400 PET bottles.”

A global showcase of innovation and collaboration

The 2024 edition welcomed 946 exhibitors from 15 countries and regions across the 100,000 sqm show floor, who crossed paths with more than 35,000 visitors from 108 countries and regions. Long-term buyers such as Ms June da Silva, Director of Hertex from South Africa observed: “The prices remain good; the biggest improvements have been communication and product quality, and the exhibitors are always forward-looking with colour. Around 70% of our inventory either comes directly from China or via Europe from China. This show is essential, and has become more and more important to us as one of our first choices for sourcing worldwide.”

The forthcoming Autumn Edition will continue to feature a wide array of home textile products, including bedding & towelling, rugs, table & kitchen linen, upholstery & curtain fabrics, editors, home textile technologies and textile design, with multiple dedicated product zones for buyers to explore.

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).

¹ China TexTile: Analysis of the operation of China’s home textile industry from January to September 2024. <https://info.texnet.com.cn/detail-1007273.html>

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

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
26 – 28 February 2025, Ho Chi Minh City

Intertextile Shanghai Home Textiles – Spring Edition
11 – 13 March 2025, Shanghai

Press information and photographic material:

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

Social media and website:

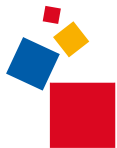
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Background information on Messe Frankfurt

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 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* 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).

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*Preliminary figures 2024