

intertextile

SHANGHAI home textiles

China International Trade Fair for Home Textiles and Accessories – Autumn Edition
中国国际家用纺织品及辅料(秋冬)博览会

The gateway to Asia's
home living

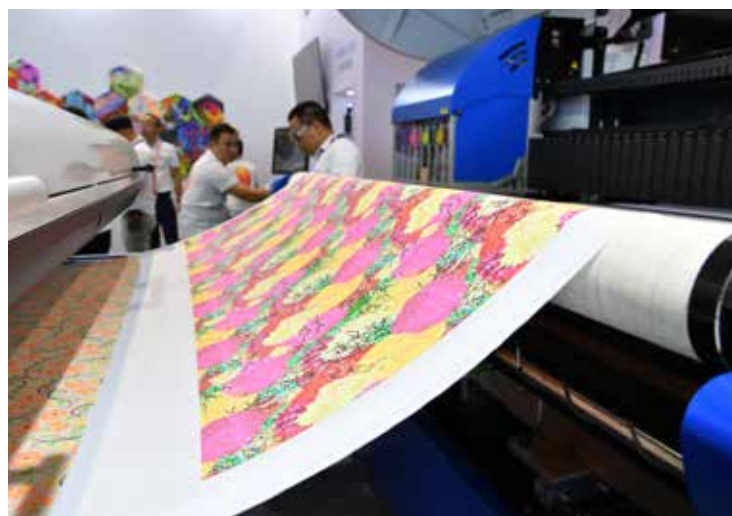
Autumn Edition
28 – 31.8.2019

National Exhibition and Convention Center
Shanghai, China

www.intertextilehome.com



messe frankfurt



The Asia's leading trade platform

The 24th edition of Intertextile Shanghai Home Textiles in 2018 showcased the home textiles trends for the coming year and the concept of Contract Business to the industry. A wide range of professional buyers successfully sourced in the show for quality and functional products.

2018 Fair Review

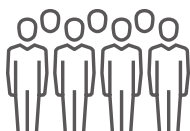


1,091

exhibitors

26

countries & regions



39,730

visitors

104

countries & regions



170,000

gross area
(sqm)



6

country & region
pavilions

Successful stories

“We have good attendance and new customers, so we are happy to be here. I certainly believe that this fair is good for building our brand in China. It's a big country with a great economy and a lot of potential, we would love to do more business here. Contract business is a huge market with huge potential, even in just the hotels. We are happy, we will be back, it's important to maintain presence in the market and we're committed to Intertextile Shanghai.”

BOYTEKS

UPSIDE

Mr Jamil Urroz, Sales Representative, Boyteks Tekstil San Ve Tic A S, Turkey



“The visitor flow in the international hall is high and we received a number of onsite orders. We target the medium to high-end market. We are satisfied that approximately RMB 200,000 of sales were made every day. Although the competition among industry players is fierce recently, we feel positive towards the future. Intertextile Shanghai Home Textiles is renowned in the industry and we can see the attending visitors are more professional with specific sourcing targets. To cater to the diversified demand for products, we are also renovating our products.”

Ms Niki Zhang, General Manager Assistant, Prestigious Textiles (Shanghai) Ltd, China

Visitor data

Intertextile Shanghai Home Textiles – Autumn Edition 2018 – visitor analysis

Visitors

34,896 (87.8%)

4,834 (12.2%)

Domestic Overseas

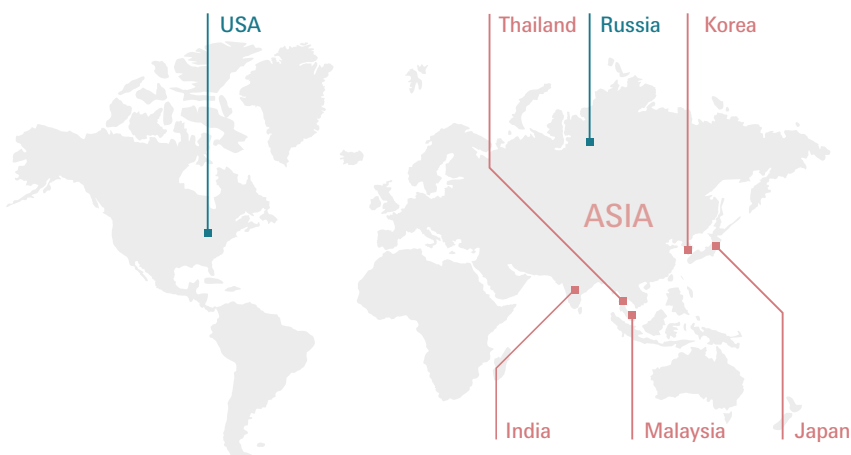
Top visitor countries (Excluding Greater China)

Asia

1. Korea
2. India
3. Japan
4. Malaysia
5. Thailand

Europe & America

1. Russia
2. USA



Business nature



49% - Wholesale

Agent / Distributor /
Import & export corporations / Trading



29.7% - Services

Architect / Contract business / Designer /
E-commerce



20% - Retail

Chain store / Department store /
Exclusive shop / Franchisee

Main product interests



Curtain fabrics & accessories



Decorative fabrics /
Furniture fabrics & leathers / Upholstery



Bedding products / Blanket / Cushions / Duvet /
Pillow / Table & kitchen linen / Towelling



Carpets / Digital printing / Sun protection /
Textile designs / Wallcoverings

VIP Buyer Invitation Programme



* Selected VIP buyers, 2014 – 2018

Main product categories

Editors



Whole Home Products



Windows & Upholstery



Bedding, Bath, Kitchen & Table



Textile Designs



Digital Printing & Technics



Carpets & Rugs



Wallcoverings



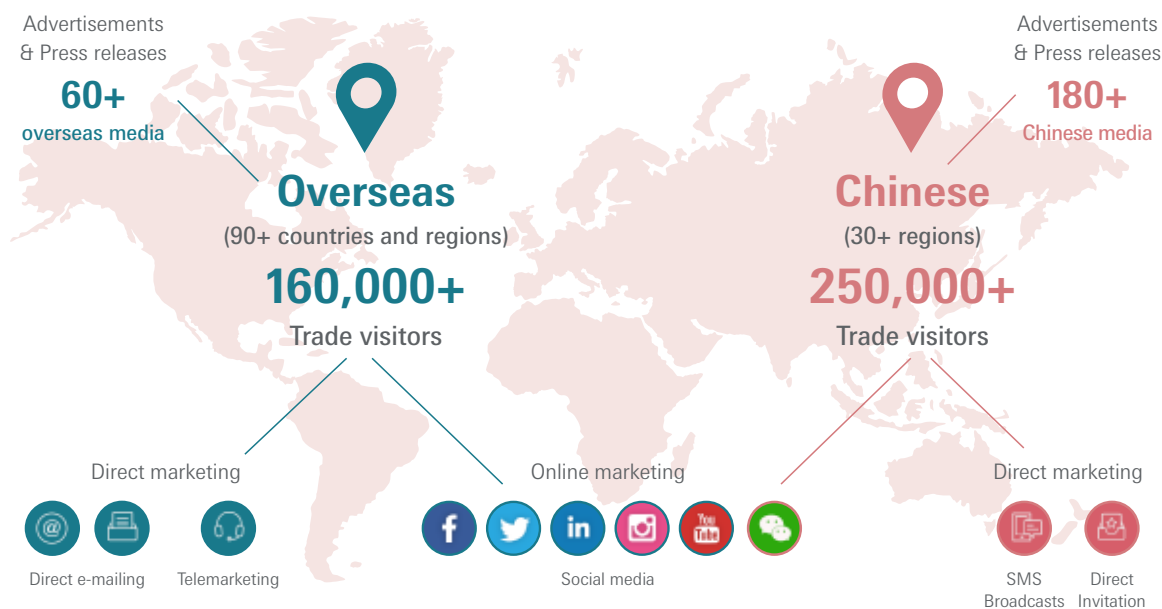
Sun Protection



* Selected exhibitors, 2014 – 2018

Intensive promotions throughout the year

Don't miss the opportunity to promote your business through our extensive database!



Media coverage in China

Over 180 media partners in China to create the market noise and fair promotions to attract the domestic buyers.



Fringe programme

Inspiring fringe programme events maximise exposure!

A series of fringe programme events are held at the fair, to inspire the industry. Exhibitors can gain more exposure by participating in these events and delivering the latest products and market information to a wide range of industry players.



2019 International Lifestyle Trend

Led by the NellyRodi™ Agency, the internationally renowned specialists in the analysis of consumer lifestyle demands. At the 2018 autumn edition, 3 trend themes, including “Caring Future”, “Crazy Future” and “Emo Future” were brought to life via a series of talks, seminars and product demonstrations.



Contract Business 360°

A designers selected gallery of contract upholstery from international renowned editors & Chinese leading fabrics manufacturers, bringing out a new angle on contract business fabrics with multi-functions. Featured talks given by the industry leaders and designers propagate the concept of contract business in the home textile sector.



Digital Printing Micro Factory

At the 2018 Autumn edition, the Garment & Textile expert Global Fortune Ltd, together with Beijing Leatech, Kornit Digital and Bullmer built a micro factory to show a full digital textile on-demand production in a streamlined workflow: Design – Order – Print – Cut – Sew.



2018 Andrew Martin International Interior Design Summit

The summit featured the theme of “Design Insights”. The top domestic and foreign designers, architects and artists launched a series of sharing and speeches from diverse fields and perspectives.



Together 2018 Home Furnishing Crossover Exhibition

The exhibition brought together elites from the interior, architecture, clothing, art and other industries to the concept “Crossover” through the figurative furniture, art furnishings, to showcase the creativity of interior designers and express the idea of the new home lifestyle.



China International Fibre Art Exhibition

A gallery of fibre art display from designers and companies demonstrated the innovative design and applications of fibres.



Theme Pavilion of Intelligence, Life and Future

Stimulated by the development of Information Technology, smart homes become a new future trend in the home industry. The pavilion showed the state of art components of smart homes and a series of thematic talks from experts to indicate the trend's key messages.

2019 Show details and schedule

Autumn Edition

Date: 28 – 31 August 2019

Venue

National Exhibition and Convention Center
Shanghai, China

Participation details

- Standard Package Booth
USD 350 / sqm (min 12 sqm)
- Designers' Studio
USD 350 / sqm (min 12 sqm)
- Raw Space
USD 300 / sqm (min 36 sqm)

Admission

Trade visitors only
Persons under 18 will not be admitted

Advisor

China National Textile and Apparel Council

Hosts

Beijing Hometex Expo Co Ltd
Messe Frankfurt (HK) Ltd

Organisers

China Home Textile Association
The Sub-Council of Textile Industry, CCPIT
Messe Frankfurt (HK) Ltd

Contact us today

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Exhibiting preparation schedule

28 February 2019 — Early bird deadline



March – April 2019 — Start preparation



17 May 2019 — Payment deadline



June 2019 — Booth allocation



July 2019 — Logistic arrangement



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Edition 2019

