

inter**textile**

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
24 – 26.8.2020

National Exhibition and Convention Center
Shanghai, China



messe frankfurt

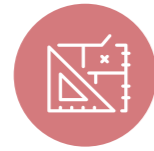
Propelling your business into the future through Asia's leading trade platform

Intertextile Shanghai Home Textiles is recognised as one of the biggest events for the home furnishings and contract industries in China and the entire Asia / Pacific region. It is undoubtedly an important platform for international and domestic buyers to source from a large collection of quality companies and obtain market insight under one roof.

Intertextile Shanghai Home Textiles 2019 review



3.5
days



170,000 sqm
across 7 halls



1,147
exhibitors from
27
countries & regions



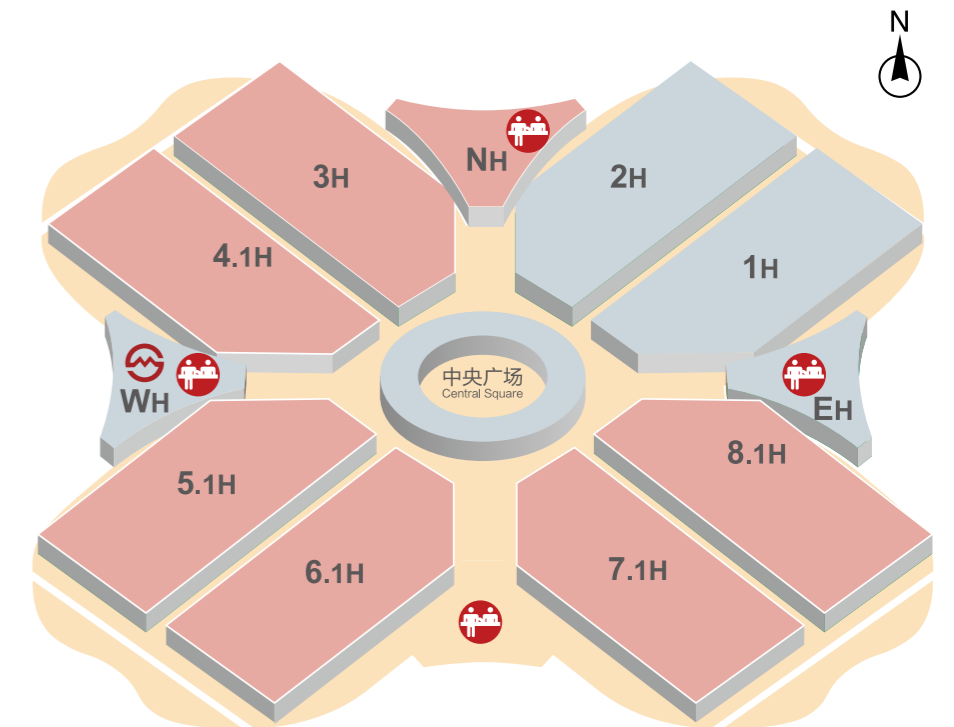
35,390
visitors from
117
countries & regions



7
country & region
pavilions



2019 hall plan



观众登录处
Visitor Registration

地铁2号线徐泾东站
Xujingdong Station, Metro Line 2

Extensive product range all under one roof

Editors

CHICHOME
奥可家居



EUROART
优艺时尚

JAB
ANSTOETZ
GROUP

Jasonite
杰森尼特

HALO
ESTABLISHED 1971

MIRTOS
LIFESTYLE SPECIALIST



PASAVA



Windows & Upholstery

ATEJA

CULP

DECOR

DT

elastron
GROUP

G.M. Syntex

Cell Solution[®]

FUJINKOU
kokiku

MEPEL

HENSLER DORN

NATURTEX

SHAW WALLCOVERINGS
DESIGN GROUP



Textile Designs



Astid Davida

DBS

Diante



Tela's design



Digital Printing & Technics



PENG
Printer Printing Technics

GFGFL
GAMMA

TPET

Wallcoverings



Sun Protection



Carpets & Rugs



Reaching your target visitors

Intertextile Shanghai Home Textiles – Autumn Edition 2019: visitor analysis



VIP Buyer Invitation Programme*

Manufacturers: 

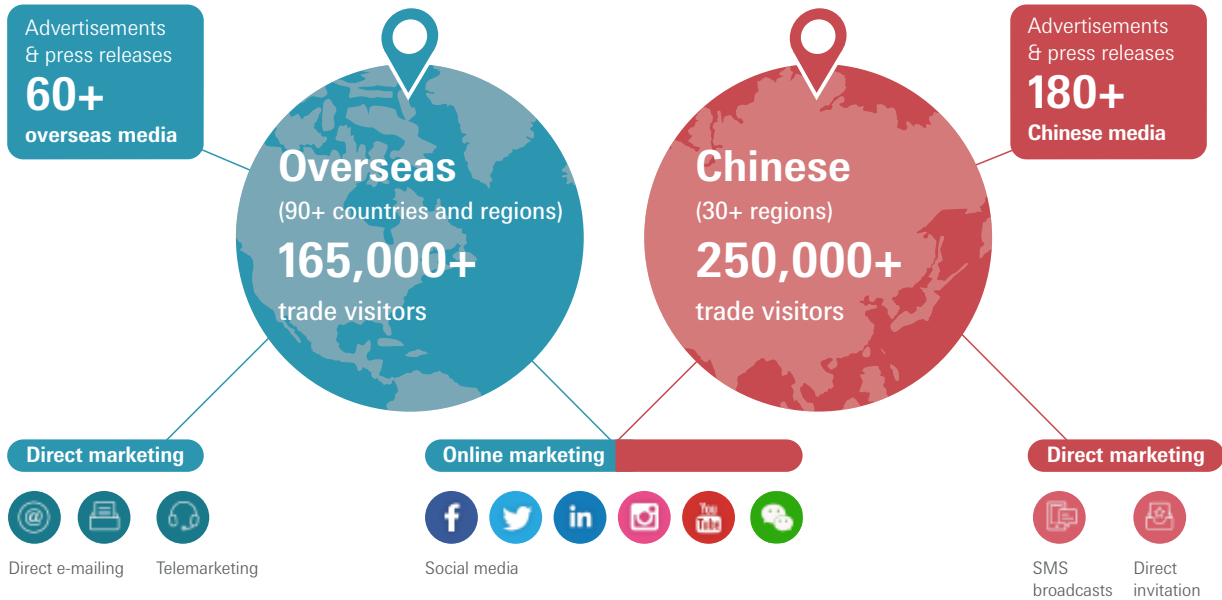
Retailers: 

Service Providers: 

Wholesalers: 

* Selected VIP buyers, 2015 – 2019

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



Media partners*

Over 240 domestic and overseas media partners create market noise and fair promotions to attract international buyers.

Domestic media partners



Overseas media partners



* Partial media list, 2018 – 2019

More than textiles – 2019 fringe programme inspires fair participants



Design Inspiration

Round Table Design Talk

Featured with the topic of “Design for a Better Life”, 12 well-known international and Chinese architectural, interior design and media industry leaders, as well as branded upholstery suppliers gathered at the Round Table Design Talk to share their insights towards their works and case studies.



Contract Business 360°

Internationally renowned industry professionals offered guided tours and seminars to bring out a new angle on contract business fabrics. A dedicated display area designed by the Chinese cutting-edge designer Mr Zhou You presented a unique commercial customised textile visiting experience.

Recognition from exhibitors

For us, Intertextile is the number one gateway to the Chinese market. We had quite a diverse range of visitors, including an increase in e-commerce buyers, but also more traditional upholstery fabrics buyers.

*Mr Thomas Luys, Sales Manager,
LIBECO-LAGAE, Belgium*

The fair is a key platform for us to showcase our new items, and the buyers have shown strong interest in our products, so this fair creates very good opportunities.

*Mr Jose Carlos Oliveira, CEO, Upholstery Division,
Elastron Portugal, Portugal*



2020 China Home Textile Trend

China Home Textile Association and Concept & Style Fashion Project Group Italy presented their research of “2020 China Home Textile Trend” through visualising four themes, including “Fade”, “Rise Up”, “Seeds” and “Daring”, to express the lifestyle of consumers and the spirit of 2020 home textile trends.



Textiles & Technologies

Digital Printing Micro Factory and Seminars

Together with Global Fortune Limited and “Fashion Print” magazine, a workshop and seminars were held to demonstrate the streamlined workflow and to discuss the problems of digital printing on flexible production and solutions.



TPET Intelligent Factory Integration System

A real modern factory model was operated onsite to enlighten the industry’s decision makers to improve their management and production line into a much more efficient and automatic style.

Praise from visitors

One of the great attractions of Intertextile is the range of exhibitors we can source from and form new partnerships with. After 25 years in China, Intertextile is a barometer of the industry's development.

*Ms Joan Zi, Sourcing Manager,
Champs Living Museum, China*

We've been attending Intertextile for over 20 years. It is definitely a useful platform for market insight, and to discover new products and technologies. We can find new suppliers here, as well as meet our regular partners.

*Mr Bharat Jasani, Executive Director,
Tejani Interior Décor Sdn. Bhd., Malaysia*

Business O2O



Design + Trade @ E-commerce Zone

The dedicated zone offered visitors an exploration between upstream and downstream supply chains and end users in the home textile industry.

Industry Empowerment



Licensing Seminar

In response to a growing business model in China, speakers shared the trends of licensing and how a company could benefit from correctly taking a license.



Business Talk – Interior Industry

International industry leaders from upholstery, lighting and home decor shared their insight towards the market development trends and matching worldwide interior business channels at a conference and talks.



Licensing x Home Living Zone

This dedicated zone showcased different types of licensed home textile products and licensing content to assist home textile companies to find new business opportunities through licensing.



E-commerce Talk

Industry specialists shared the latest market updates and developments within the e-commerce and interior design industry.

2020 Autumn Edition – Show details and schedule

Autumn Edition

Date: 24 – 26.8.2020

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)

***Early bird discount: 10% off**

Exhibiting preparation schedule

29 February 2020 Early bird deadline



March – April 2020 Start preparation



15 May 2020 Payment deadline



June 2020 Booth allocation



July 2020 Logistics arrangement



24 – 26 August 2020 Intertextile Shanghai
Home Textiles
3 Days! Autumn Edition 2020

Admission

Trade visitors only
Visitors 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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