

# 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

25 – 27.8.2021

National Exhibition and Convention Center (Shanghai)

Held concurrently with

intertextile  
SHANGHAI apparel fabrics

yarnexpo

CHIC  
SHANGHAI



messe frankfurt

# 2020 show review

The 26<sup>th</sup> edition of Intertextile Shanghai Home Textiles provided a vital platform for the international home and contract textile industries to reconnect and capture business opportunities through virtual and in-person meetings. The show remains the leading industry trade event to source quality home and commercial textile products, and gain the latest market trends.



**3**  
days



**73,000** sqm  
across 4 halls



**643**  
exhibitors from  
**11**  
countries & regions



**26,673**  
visitors from  
**43**  
countries & regions



**558,179**  
online attendees  
from across the world



**13**  
country & region  
pavilions

## Comprehensive range of product categories

Editors

Whole Home Products

Windows & Upholstery

Bedding, Bath, Kitchen & Table

Textile Designs

Digital Printing & Technics

Carpets & Rugs

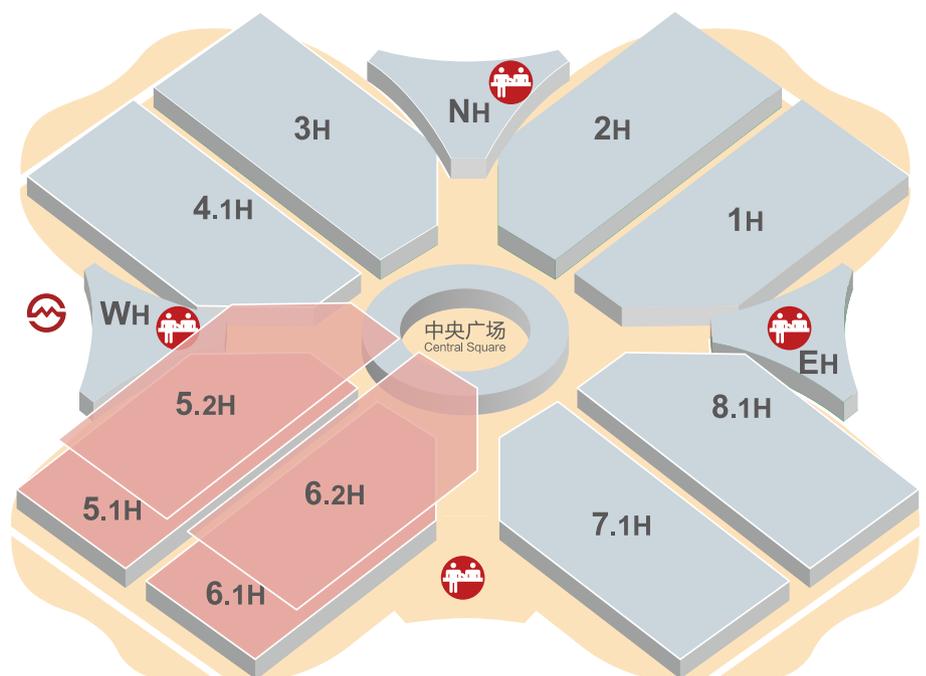
Wallcoverings

Sun-Protection

## 2021 hall plan

 观众登录处  
Visitor Registration

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



# Reaching your target audience

## Intertextile Shanghai Home Textiles – Autumn Edition 2020: visitor analysis



### VIP Buyer Invitation Programme\*



\* Partial participated VIP buyers, 2018 - 2020

### Exhibitor feedback

“ We’ve been exhibiting at Intertextile since 2015. This fair is a prominent trade event in the industry and even the most important one in China, so we continue to exhibit here. We are pleased that the fair can attract such a high visitor flow despite the COVID-19 impact. We were able to meet existing clients and new buyers and we are very happy with their quality.

*Mr Yiyun Tao, Deputy General Manager,  
Global Textile Alliance (Hangzhou) Co Ltd, China*



### Buyer feedback

“ I came to this fair to find new developments, new marketing ideas, interesting filling and fabric composition blends. It’s quite promising for the bedding segment in general, and I was able to find a couple of really good and useful suppliers. This year I was pleased to see some trends at Intertextile. I’m happy to see quite a number of Chinese companies cooperating with the inventors, and becoming innovation leaders.

*Ms Elena Salsera, Quality Director,  
China Branch General Manager, Togas Group, USA*



# More than textiles – 2020 fringe programme

A series of fringe programme events was held concurrently with the fair for fairgoers to explore the latest design and industry trends. By participating in these events, exhibitors could increase their brands' exposure and network with industry peers.



## Design Inspiration



### “BOUND” Design Forum Intertextile X Shen Lei

Led by Mr Shen Lei, the Chinese representative of the Intertextile International Lifestyle Trend Committee, the forum brought together five prominent Chinese designers to discuss the theme of 2021 Intertextile Trends – ‘BOUND’ – as well as the Chinese market conditions.



### Designer x Brands Virtual Showroom

Curated by Mr Shen Lei, the virtual showroom showcased design works from five well-known Chinese interior designers in collaboration with six leading brands, reflecting the concept of the 2021 Intertextile Trends.



## Textiles & Technologies



### Ride the Storm – Home Textile Digital Printing Forum

Powered by Fashion Print, the forum brought together experts in the digital printing industry who discussed the latest market trends, technology developments, colour management, digital manufacturing, sustainable practices and more.



### TPET Intelligent Factory Integration System

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



## Business O2O



### Tmall Seminar

Joining forces with the China Home Textile Association and Tmall Global, the fair hosted the Tmall Seminar which discussed the solutions and strategies for industry digitalisation.



## Industry Empowerment



### Furniture & Home Textile Direct Negotiation Event

Under the theme of ‘From Transboundary to No Boundaries’, the event offered a platform for furniture companies and home textile brands to strengthen existing relationships and build connections for future collaborations.

# Expand your business reach at Intertextile Shanghai Home Textiles

## Value-added services

A series of brand new online platforms is launched to facilitate product promotions and business exchanges between suppliers and buyers from around the world. The seamless services below are available to maximise your brand's exposure:

- Pre-event webinar promotion
- Real-time chat platform
- Live stream product presentation
- Online business matching service



## Extensive promotion

Leverage Intertextile's strong global network and wide range of marketing channels to promote your brand and achieve year-round success.



- Press releases
- E-newsletters
- E-invitations
- Social media
- Sponsorship marketing
- Onsite press centre and more...



# 2021 Autumn Edition – show details

## Autumn Edition

Date: 25 – 27 August 2021

**Venue:** National Exhibition and Convention Center (Shanghai)

### 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  
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, CCPI  
Messe Frankfurt (HK) Ltd

### Contact us today

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