

intertextile

SHANGHAI home textiles

15 – 17.8.2022

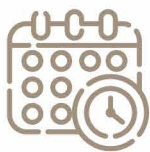
National Exhibition and Convention
Center (Shanghai), China

China International Trade Fair for Home Textiles
and Accessories – Autumn Edition

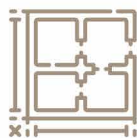
The gateway to Asia's home living

www.intertextilehome.com

2021 fair review



3 days



99,099 sqm
across 4 halls



749 exhibitors from
10 countries & regions



20,106 visitors from
41 countries & region



6 country & region
pavilions

Fringe programme 2021: extra brand exposure



Design Inspiration



New Voices of Top Youth Upholstery Designers – Intertextile Upholstery Design and City Roving Exhibition

The selected young local designers from six cities across China presented the interior design ideas of their generation through displays and a forum. The featured cities include Chengdu, Fuzhou, Nanjing, Ningbo, Suzhou and Wenzhou.



Business 020



E-commerce + Cross Border seminar

A series of seminars was delivered by renowned e-commerce companies, platform service providers and payment service providers to discuss the solutions and strategies for business digitalisation, and to provide enterprises with relevant experience and ideas on cross-border e-commerce.



Textiles & Technologies



2022 China Home Textile Trends

China Home Textile Association and Concept & Style Fashion Project Group Italy presented their research of the "2022 China Home Textile Trends" through visualising four themes: "Gypsum", "Connected", "Lush" and "Bloomcore", to express the lifestyle of consumers and the spirit of 2022 home textile trends.



How Sustainable Fashion is Reshaping Lifestyles

The half day forum was delivered by a range of innovative companies and prestigious universities to share their insights on how textiles and fashion can sustainably reshape human life and living environment.



Industry Empowerment



Design Talk

The Design Talk session featured a series of presentations from leading international designers, including from China, Japan and Europe, to share their insights surrounding design tendency, architectural space, product aesthetics, colour management and other areas in the new era.



Seminar on Antibacterial Technology and its Application in the Textile Industry – the New Materials Revolution Under 'Big Health'

Well-known professionals and companies in the industry were invited to share and discuss antibacterial, antiviral & anti-mite technologies, and their applications, performance & evaluation in the textile industry.

2021 participants' voices



Exhibitors applauded the show

"The fair is a very good opportunity for us as everybody comes here, so we've been able to discuss potential business with them again. Intertextile is a very important part of our sales mix as you get the possibility to get all the leads and prospects in one place."

Mr Hohans Cheung, Director Operations, Morphrow China Co Ltd, China

"We participated in Intertextile Shanghai for the 10th time this year. 90% of our customers were sourced from the fair, so we are still very confident in Intertextile. I think it is still necessary to have physical shows, because we do fabrics, which is not like producing final products, so people still need to talk face to face, and touch the fabrics."

Mr John Wang, General Manager, Suzhou Roufang Textile Technology Co Ltd, China

Buyer's endorsement

"I've been here for the last 15-20 years, it's a perfect fair for me. Intertextile is the most important exhibition for me, as well as Heimtextil. This is where I come to find quality manufacturers, some of them I already know as well as some new ones recommended by Intertextile, so I can do good business with them."

Mr Abhishek Agrawal, Director, Rikatex Intl Ltd, Hong Kong

"This was our first time participating in an online livestreaming presentations, and it allowed us to have a more intuitive understanding of the products. I'm grateful for this platform, and the process has been perfect, as it allows us to still participate in the fair as well as make contact with exhibitors. I hope to be able to do this onsite next time."

Mr Jose Miguel Ramirez Gonzalez, Globalbc, Spain



Speaker's feedback

"This is my first time visiting Intertextile Shanghai. From what I've seen, this is a really good fair, very comprehensive with a lot of different things going on. I'm always interested in seeing what's new, so having the forums as part of the fair has been very successful. I've spoken at two of them about new fashion and new textiles, and the response from the audience has been very strong."

Prof Simon Collins, Chief Creative of Design Innovation Institute Shanghai, Distinguished Visiting Professor of Tsinghua University, China

Seize the business opportunities at Asia's leading home textiles fair

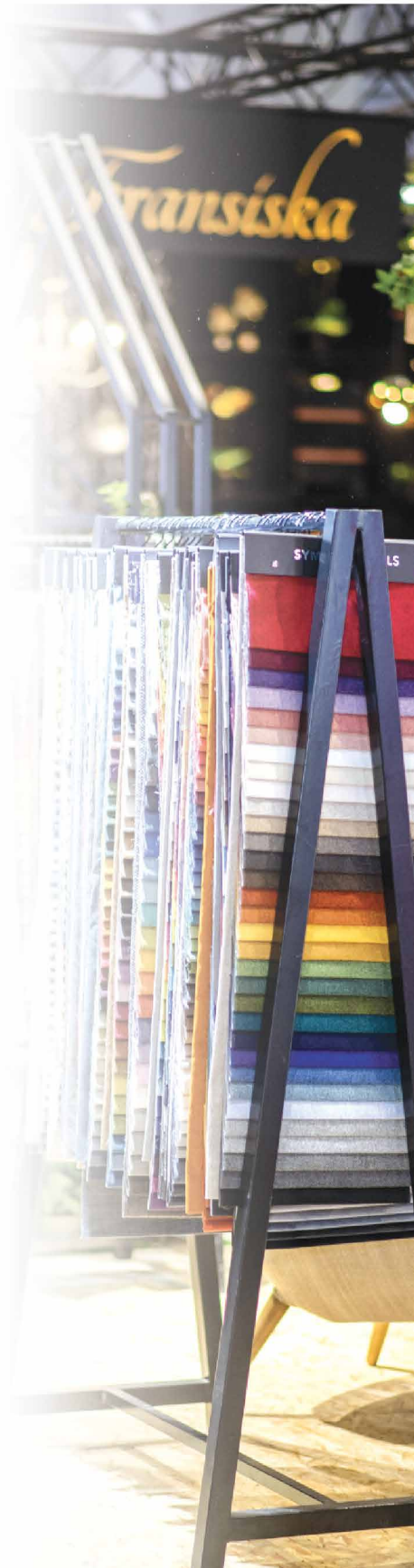
As a leading trade platform in Asia, Intertextile Shanghai Home Textiles plays a significant role in facilitating trade amongst global players and providing an ideal gateway to capture business opportunities through virtual and in-person meetings. Every year, the fair gathers renowned and high-quality brands from China and abroad. It is undoubtedly a vital platform for buyers to source from a large collection of quality companies and obtain market insight.

Extensive product groups all under one roof

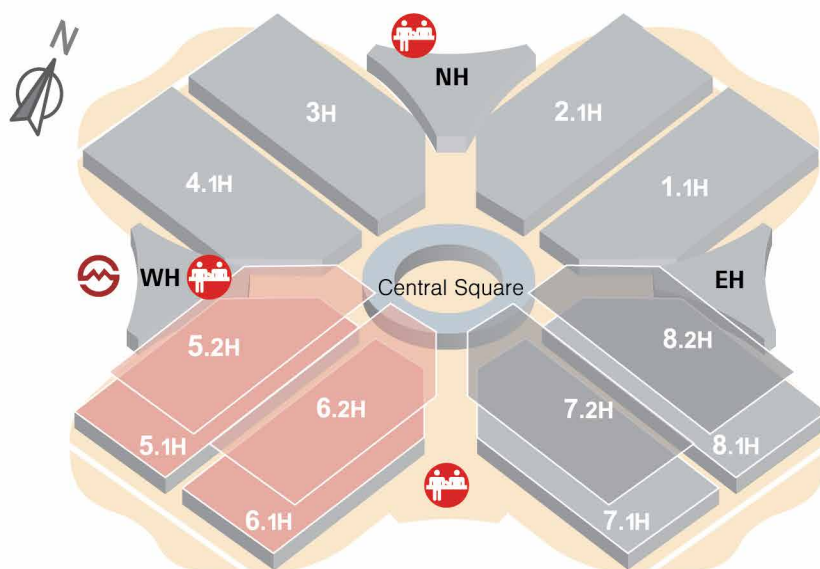
Editors
Upholstery & Sofa Fabrics
Bed, Bath, Kitchen & Table
Design & Technics
Wall & Floor
Interior (non-textile)
Whole Home Products
Curtain Fabrics
Sun Protection
Leather
Accessories
Contract Business

Visitors' business nature

Wholesaler
Trading company
Designer / Architect
E-commerce / Online store
Manufacturer
Retailer
Franchisee
Chain store



2022 hall plan



Year-round promotion on our channels

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



Physical fair + online marketing services = all-round marketing solutions

Intertextile Shanghai Home Textiles offers exhibitors more digital features to promote their brand and products, and facilitate business communication between exhibitors and visitors. Some of the seamless marketing services include:



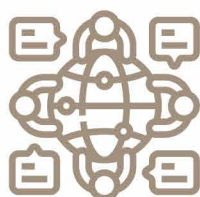
Interactive pre-fair webinar



Real-time chat platform



Livestream product presentation



Online business matching service



Enhanced online exhibitor search

2022 Autumn Edition – show details

Date

15 – 17 August 2022

Venue

National Exhibition and Convention Center (Shanghai)

Participation details

Standard 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, CCPIT

Messe Frankfurt (HK) Ltd

www.intertextilehome.com

Subject to change, information as of November 2021

Important pre-show dates

31 March 2022 Early bird deadline

13 May 2022 Payment deadline

May – June 2022 Submit product promotional materials

June – July 2022 Booth allocation, logistics arrangement

15 – 17 August 2022 Show period

Contact us today

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TEXPERTISE

the textile business network

Texpertise Network links the leading international textile trade fairs of Messe Frankfurt. At around 60 events worldwide, we show the forces driving the sector for the entire textile value chain. And you will find news about our worldwide activities concentrated here: <https://texpertisenetwork.messefrankfurt.com>