

Itinerary for Overseas Media

You can find the finalised press itinerary and all useful materials at the following page:

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-apparel-fabrics-spring/invited-press-itinerary-rsvp.html>



Key meeting points:

- Press Centre: M501
- VIP Lounge: Hall 5.1-K01

Day 1, 12 March (Tuesday)

Time	Event	Venue
08:30	Meet with Messe Frankfurt staff and proceed to the fairground	Hyatt Place Shanghai Hongqiao CBD Lobby
10:00	VIP Briefing	VIP Lounge, Hall 5.1-K01 <i>*Meet in Press Centre, M501 at 09:30</i>
10:15 – 11:00	VIP Tour	International Hall, Hall 5.1
15:30 – 17:00	Sustainability & Innovation Tour The following exhibitors will introduce their impressive sustainable and innovative products or services. Detailed preview of these exhibitors will be attached in the journalist kit. <ul style="list-style-type: none"> • Paradise Textiles Limited (5.1-B11) • Chori (5.1-B13) • Lily Textile (5.1-A62) • Hua Mao Nano-Tech (5.1-A72) • Toyoshima & Co Ltd (5.1-E85) 	International Hall, Hall 5.1 <i>*Meet in Press Centre, M501 at 15:15</i>
17:45 –20:30	Intertextile Night VIP Dinner	InterContinental Shanghai NECC <i>* Meet in Press Centre, M501 at 17:30</i> <i>*Shuttle bus will return to our hotel around 20:30</i>

Day 2, 13 March (Wednesday)

Time	Event	Venue
08:45	Meet with Messe Frankfurt staff and proceed to the fairground	Hyatt Place Shanghai Hongqiao CBD Lobby
09:45 – 10:30	Yarn Expo Spring – Key Exhibitor Tour <ul style="list-style-type: none"> • Safilin (8.2-F51) • HJ Lite (8.2-E56) • Indo-Rama (8.2-B56) • Sinopec (8.2-H107) 	Hall 8.2 <i>*Meet in Press Centre, M501 at 09:30</i>
11:00 – 11:30	Trend Forum Tour	Hall 5.1-E106 <i>*Meet in Press Centre, M501 at 10:45</i>
16:00 – 16:30	Overseas Media Briefing <ul style="list-style-type: none"> • Ms Wendy Wen, Senior General Manager, Messe Frankfurt (HK) Ltd • Ms Wilmet Shea, Deputy General Manager, Messe Frankfurt (Shanghai) Co Ltd • Ms Katie Chan, Group Manage, Trade Fairs, Messe Frankfurt (HK) Ltd • Ms Qube Chim, Trade Fair Manager, Messe Frankfurt (HK) Ltd 	VIP Lounge, Hall 5.1-K01 <i>*Meet in Press Centre, M501 at 15:45</i> OR <i>*Meet in VIP lounge directly at 16:00</i>
17:30	Overseas Media Dinner	<i>*Meet in Press Centre, M501 at 17:30</i>
21:30	Depart restaurant for hotel	

Day 3, 14 March (Thursday)

Time	Event	Venue
09:00	Meet with Messe Frankfurt staff and proceed to the fairground	Hyatt Place Shanghai Hongqiao CBD Lobby
15:00	Shuttle bus departs fairground for Pudong Airport	<i>*Meet in Press Centre, M501 at 15:00</i>