

Press release

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## Tomorrow's Intertextile Shanghai Apparel Fabrics lines up 4,400-plus exhibitors, offering unparalleled sourcing for the season

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**4,479 exhibitors from 33 countries & regions are unpacking their latest products at this week's Intertextile Shanghai Apparel Fabrics – Autumn Edition. High visitor footfall is anticipated at the industry's leading trade fair, which has an earlier date this year. Running from 27 – 29 September, the change of date has been well received by exhibitors looking to take advantage of the earlier Autumn / Winter sourcing season.**

### What to expect at Autumn Edition 2018

- 4,479 exhibitors from 33 countries & regions
- Product zones: Accessories Vision, All About Sustainability, Beyond Denim, Digital Printing, Functional Lab, Premium Wool and Verve for Design
- 10 country & region pavilions plus the France Zone: Germany, Hong Kong, India, Italy (Milano Unica), Japan, Korea, Pakistan, Taiwan, Thailand, Turkey
- Chinese exhibitors: grouped by product end-use
- New group pavilions: Birla (China), ECOCERT + GOTS (China)
- Fringe programme: FutureCast consumer trend area, four panel discussions, 35 seminars, Digital Printing forum and more
- Concurrent shows: CHIC and PH Value

The fair will cover 240,000 sqm and, due to the unavailability of three halls at the National Exhibition and Convention Center, will have some hall reallocation with the International Halls now located in halls 4.1 and 5.1. Visitors can find a wide variety of domestic exhibitors, conveniently grouped by end-use in halls 1, 5.1, 6.1, 6.2, 7.1, 7.2, 8.1 and 8.2.

For visitors looking for the industry's latest apparel textile innovations, one particular must-see is Functional Lab. The product zone, located in hall 4.1, has more than double the exhibitor numbers than the 2017 Autumn Edition and will feature the innovative Taiwan Pavilion along with pavilions from INVISTA and Hyosung, as well as an events space. Functional Lab, along with other display areas and product zones, will present a curated collection of leading products, ideal for visitors who want to streamline their sourcing process.

Messe Frankfurt (HK) Ltd  
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### Unlimited opportunities for business interactions at the fair

Another way for visitors to fast-track their sourcing experience at the fair

is the Trend Forum, which will feature product samples from exhibitors across the fair. Every sample is handpicked to complement three Intertextile *Directions* Autumn / Winter 2019 – 20 trends, developed by global trend experts from Milan, New York, Paris and Tokyo. Intertextile Shanghai Apparel Fabrics is widely regarded as a prime platform to find and meet new business partners in the textile industry, and this is supported by the fair's Business Matching Programme, which has already scheduled over 130 tailor-made meetings between buyers and suppliers.

### **Industry experts prepare for the fringe programme**

The fair's three day fringe programme is expected to draw many crowds, with 35 seminars and four panel discussions to delve into the latest market discussions and trends. Highlights include "FutureCast: The State of the Consumer", the first Consumer & Lifestyle Trend theme. This is the first time the fair will present the links between consumer & lifestyle trends and the textile industry, and will include a video area, four talks and a seminar by the Doneger Group. Other highlighted events include a panel discussion on the rise of Africa's textile industry, and seminars on trend analysis.

A huge range of leading products from all over the world, detailed trend insights and a comprehensive fringe programme: with all this on offer, it's no surprise that Intertextile Shanghai Apparel Fabrics is one of the industry's leading shows. This year's Autumn Edition looks promising as another successful fair that will bring exciting new partnerships, and maintain strong relationships, within the apparel textile industry.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2018 is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. For more details on this fair, please visit: [www.intertextileapparel.com](http://www.intertextileapparel.com). To find out more about all Messe Frankfurt textile fairs worldwide, please visit: [www.texpertise-network.com](http://www.texpertise-network.com).

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Notes to editors:

### **Further press information & picture material**

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

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Intertextile Shanghai Apparel Fabrics –  
Autumn Edition 2018  
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2018

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Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

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