

Press release

September 2018

Intertextile Shanghai Home Textiles is Asia's leading trade platform, as 1,091 exhibitors interact with 39,730 visitors

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ITSH18 Final Report eng

This year's Autumn Edition of Intertextile Shanghai Home Textiles opened its doors from 27 – 30 August, filling seven halls at the National Exhibition and Convention Center in Shanghai with quality products and proactive industry conversations. The halls welcomed 39,730 visitors from 104 countries and regions (2017: 38,964), creating a unique platform for 1,091 suppliers from 26 countries and regions (2017: 1,096) to meet their business targets. Many exhibitors provided good feedback, noting multitudes of new contacts, meetings with current clients and onsite orders.

A common topic of conversation during the fair was the demand for home textiles in the China market, and increasingly, the demand in the contract business sector. "The contract business market has proved to be a firm point of interest for many home textile suppliers, and our new feature, Contract Business 360°, was introduced to help buyers find suitable exhibitors. It's a burgeoning market, particularly in China, that is brimming with potential as the country's commercial construction, hospitality and tourism sectors continue to expand," said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. "Over the fair period, we saw suppliers meeting countless potential partners and even receiving onsite orders. Intertextile Shanghai Home Textiles is a prime location for suppliers looking to promote their brand awareness and ultimately expand their business."

Fringe programme inspires with innovation and insight

One important feature at the fair is the comprehensive Trend Forum, which continued to receive good feedback and attendance this year. "It's easier to apply the trend concept when designing products after visiting the trend area and attending seminars given by different industry experts," said one visitor at the Future Talk feature, Ms Hu Hongmei, Design Director, Jiangsu Ruiaifu Textile Technology Co., Ltd. Interest also gathered around the Digital Printing Micro Factory, which held two live demonstrations throughout the fair, and a variety of seminars and panel discussions. Not only did the fair create new business partnerships and deals, but it also provided a comfortable space to look forward to industry trends and innovations.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Rd, Wanchai, Hong Kong

Exhibitors' observations

“We see this fair as an investment to raise our brand awareness in Asia. This fair is a good gateway to the Asian market – this is our only opportunity to meet potential Chinese customers. We have a good location, we are in the International Halls – these are the best halls for us.”

Mr Thomas Luys, Sales Manager, Libeco, Belgium

“The visitor flow in international hall is high and we received a number of onsite orders. Intertextile Shanghai Home Textiles is renowned in the industry and we can see the attending visitors are more professional with specific sourcing target.”

Ms Niki Zhang, General Manager Assistant, Prestigious textiles China Co., Ltd, China

“If you are at this fair, it shows that you are a strong brand. We have organised a lot of meetings at this exhibition to promote our new items, which has been very successful for us. We are 100% coming back next year because it’s really important for us to build our brand in the China market.”

Mr Balázs Gellert, Managing Director, Naturtex, Hungary

“We think that Intertextile Shanghai is the best fair in China. We are continuing to invest in the China market, and this is the only way to always be present. We have got a lot of good contacts so far, but we are sure that more serious partnerships will be visible over the next month.”

Mr Stefano Laurenzano, Export Area Manager, Enzodegli Angiuoni Spa, Italy

“We attend to find new clients, in particular wholesalers and distributors, mostly from overseas. We can meet our target buyers here, so we consider this fair as a leading event in the Asian home textiles market to do business. This is a strong platform for us in terms of generating sales.”

Mr Narayanasa D.H., Kishan Intl, India

“We target converters, wholesalers and distributors and we can meet enough quality buyers through the four days to generate steady business from them. There are a lot of buyers here who don’t attend the European fairs, so it’s worth us to be here to reach these buyers.”

Mr Nishant Kumar Singh, General Manager – Sales, G.M. Syntex, India

“We have been exhibiting in Intertextile Shanghai for around 10 years and we’ve managed to meet both new and existing customers every time. Intertextile Shanghai has always been the trendsetter for the home textile industry and buyers are becoming more international and professional.”

Mr Sammy Hong, Yee Saint Enterprise Co., Ltd, Taiwan

“I certainly believe that this fair is good for building our brand in China. It’s a big country with a lot of potential, a great economy. Demand is definitely rising – it’s a big country that keeps growing. Contract business is a huge market with huge potential, even in just the hotels.”

Mr Jamil Urroz, Sales Representative, Boyteks, Turkey

Buyers' comments

"Having the range of international suppliers here is absolutely useful, in addition to the full range of quality Chinese companies that are here. The product offering is a lot more substantial here nowadays, and there is such a variety of styles everywhere, so it's a good sourcing platform. I plan to place orders after the fair."

Mr Jim Terrell, Manager – Interiors & Homewares, Australasia, Charles Parsons (NZ) Ltd, New Zealand

"I am impressed by the Digital Printing Micro Factory where I learnt about the advanced technologies and ideas for emerging trends. We have also learnt a lot from the digital printing seminar speakers."

Mr Jia Dongdong, Business Supervisor, Shanghai ANOKY Digital Technology Co., Ltd, China

"I have met my expectations as I found a few potential suppliers to work with in the coming months. The effort to promote the Contract Business suppliers in the halls has helped me to find them more easily."

Ms Liu Yuan, Chief Designer, Shenyuan Space Design, China

The next Intertextile Shanghai Home Textiles is the Spring Edition, which will take place in March 2019. The next Autumn Edition will be held in August 2019. Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

To find out more about this fair, please visit: www.intertextilehome.com. For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Download a selection of pictures from the fair

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-home-textiles-autumn/photos.html#events>

Further press information & picture material

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

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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.

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:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de