

Press release

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August's Intertextile Shanghai Home Textiles is the place to foster business in the promising China market

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The 2018 Autumn Edition of Intertextile Shanghai Home Textiles proved itself as Asia's leading trade platform with almost 40,000 trade buyers from 104 countries and regions attending to source with 1,091 suppliers from 26 countries and regions. The 2019 fair is set to open from 28 – 31 August, providing numerous opportunities for business contacts, onsite orders and understanding the latest market trends in China.

“The home textile market in China is experiencing dynamic demand from customers in recent years. Instead of buying single items like sofas, bedding and curtains, consumers now prefer whole-home decoration which emphasises a unified design style for the entire flat. The rising average income also stimulates the demand for quality home textile products. Under these circumstances, our show, which attract tens of thousands of buyers from China and around the world, serves as a perfect occasion for suppliers to promote their brand and to expand their business,” Senior General Manager of Messe Frankfurt (HK) Ltd, Ms Wendy Wen said.

Market potential for contract business to be discovered

In addition to household demand, architects, interior designers and hoteliers are another solid source of business for exhibitors at the fair. To address growing demand for contract upholstery, the fair introduced the ‘Contract Business 360°’ concept last year for the first time in which buyers got the chance to meet highlighted leading suppliers, discover the possible functionalities of different contract textile products and learn the latest market information from a series of seminars. The 2019 fair will continue to promote the ‘Contract Business 360°’ concept.

Being one of the selected contract business exhibitors in the 2018 fair, China's Hangzhou Antex Trading Co Ltd recognised the show's effort in promoting contract business idea at the fair. “The demand for contract upholstery with fire retardant, dirt-resistance and shading properties has been increasing in recent years. The fair helps us in attracting more potential customers with this special highlight on Contract Business. We will also be developing more products specifically for this contract market,” Mr Wheatley Weng, General Manager commented.

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

In August 2019, visitors can expect to meet a number of branded

suppliers that are experienced in working on contract business, while business matching meetings will also be pre-arranged between exhibitors and contract buyers. In addition to contract products, there will also be a wide range of home textile products presented by more than 1,000 domestic and overseas suppliers to meet various sourcing demands from visitors.

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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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