

Press

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Final Report
Yarn Expo Spring 2018
National Exhibition and Convention Center (Shanghai)
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Final Report: Yarn Expo Spring's status as Asia's leading industry event attracts 15% more buyers

Yarn Expo continued its evolution into the industry's most comprehensive and effective business platform with its Spring Edition which concluded last week with a large increase in the buyer figure, as well as another year of growth in the exhibitor number. Strong demand was evident for recent growth areas of the fair such as synthetic, fancy and specialty yarns as well as chemical fibres, while exhibitors in the more traditional cotton product group also fared well. In total, 435 exhibitors from 10 countries & regions took part (2017: 393, 12 countries & regions), attracting 25,966 trade buyers from 88 countries & regions (2017: 22,579, 94 countries & regions).

"Once again, Yarn Expo proved itself as the ideal trade fair for the industry to benefit from changing demands and product trends, especially in the Chinese and wider Asian markets," Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained. "The fair has evolved in recent editions to have a much bigger focus on synthetic, fancy & specialty yarns and chemical fibres, and based on the exhibitor feedback during the fair, there was an increase in buyers sourcing these products this year. What's more, local buyers were showing strong interest in the offerings from Southeast Asian countries such as Indonesia and Thailand, while Vietnamese cotton exhibitors reported increased orders from China due to the favourable trade policies between these countries."

As one of the industry's leading players, Birla Jingwei Fibres naturally plays a big role at Yarn Expo, with their Birla Planet pavilion proving highly successful for the company. Senior Vice President Mr Sachin Malik, explained: "Yarn Expo is a very important platform for Birla, to be visible to our value chain, to connect with our customers, and our own clients' customers. We value Yarn Expo as a long-term partner for showcasing our products and connecting with the value chain. Each edition we connect with more and more buyers, and more customers in the industry recognise the importance of this fair. It has developed into a premium event in the global textile industry calendar. Usually this edition is quieter than the autumn fair, but the results this year saw the spring

Messe Frankfurt (HK) Ltd
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edition reach the same level. Our booth was always packed with buyers, and we also received more high-quality and international buyers. Our pavilion members are also very satisfied with the buyers and their results this time.”

Exhibitor comments

Indonesia

“Yarn Expo is an ideal platform to meet not only Chinese but also global buyers. The fair attracts so many good-quality buyers, and compared to other fairs attracts more of our target buyers. The results this edition have been good. After four years of doing business in China, we’ve found many Chinese customers who are willing to pay for quality. The demand in the China market for high-quality products is growing, in particular because of the shortage of spinning capacity which is made up for by imports. We’ve seen more serious and meaningful buyers that have strong desire for further cooperation this time, and I think the potential of this market will continue to grow.”

Mr Anupam Agrawal, Director Spun Yarn Business, PT. Indo-Rama Synthetics Tbk

“More international suppliers are taking part in Yarn Expo because of its buyer diversity. We can not only meet quality buyers from China here, but also buyers from other countries, such as India, Turkey, Brazil, Korea and more. What’s more, having the four concurrent fairs here increases the business opportunities for us as well. Amongst all the buyers we met on day one, I think around 50-60% of them have the potential to develop into further business.”

Mr Antony Kusmawiraputra, Vice President, PT. Indachi Prima

Korea

“Our booth was so crowded throughout the fair. We had more than 300 buyers visit us, and I guess approximately 30% of them will turn into business after the fair. Our target buyers are fabric and garment manufacturers, and we found a lot of good quality ones here. A wide range of worldwide buyers from different market sectors sourced at our booth, especially big-brand sportswear manufacturers and sourcing offices. We’ve had visitors from China, Europe and many other countries. We are very satisfied with our first Yarn Expo experience, and we expect a very good outcome after the show.”

Mr Joo Son, International Sales Team, HJLite

Pakistan

“Yarn Expo is the global meeting platform for all yarn industry players. You have buyers from all over the world here, so it is the best trade platform in Asia to connect with worldwide buyers. We’ve met people from Argentina, Columbia, Korea, Indonesia, the UK and the US. Around 40% of them are new to us. We’ve noticed that everyone is looking for new products nowadays, so we always bring new items. Fancy yarn is getting more common in China, and demand is growing steadily. China is definitely a huge market for us to develop.”

Mr Mohammad Saad, Director of Abtex Intl Ltd

“We met a lot of buyers on the first two days of the show, and have already received orders from some of them. 80% of our visitors were from China, while we also met buyers from Europe, Korea, Vietnam, and Uzbekistan. This time, 70% of visitors to our booth were existing customers, while we could also connect with new buyers, so Yarn Expo is beneficial to us as every time we can make new contacts here. This is the best fair in Asia as it is the place to be for business and promotion.”

Mr Ahmad Bashir, Representative, Opulent Group of Companies

India

“Yarn Expo is really helpful in that it has a diverse buyer profile and attracts buyers from around the world. We managed to talk to customers from Pakistan, India and Colombia, as well as potential Chinese buyers who are very interested in our products. The buyers have been genuine with specific sourcing needs, and some of them have already placed orders.”

Mr N. Sarawgi, Representative of Madhusudan Rayons Pvt. Ltd

Thailand

“This edition we brought our new Kapok material to the fair for the first time. It has been the most popular product at our booth. In recent editions, we’ve also met more and more garment factories asking for customised fancy yarn to make their products competitive and unique, while eco-friendly and natural yarns are also more popular. Yarn Expo is the platform we announce our new products and technologies, and the feedback from buyers from around the world can help us improve them and learn the latest market trends. The fair is of great value for our market strategy.”

Mr Warakorn Bunkanokwong, Export Sales Manager, Kongkiat Textile Co Ltd

Singapore

“We are here to explore the China market, but are also glad more customers from Europe and America visited our booth. Many of the buyers here are at the decision-making level, so can give us clear requirements and advice about our products. This is a highly effective fair to meet Chinese buyers to learn first-hand what the market needs.”

Mr Rahul Gupta, Marketing Manager, Texvista Intl Pte Ltd

Vietnam

“Yarn Expo is a great chance to meet our existing partners and find new buyers. Compared to China cotton yarn, we still have an advantage in price and quality which attracts a lot of buyers to our booth. Yarn Expo provides us with a quick way to tap into the Chinese and Asian markets.”

Mr Du Xuan Cuu, Trade Director, Hanam Textile Co

Uzbekistan

“The Chinese market is important to us, so we chose to exhibit in Yarn Expo. We have met many buyers here, and each year we can find new customers through Yarn Expo. The international nature of this fair is also beneficial for our business.”

Mr Dilshod, Export Manager, Exoeast Trade LLP

China

“Yarn Expo is the largest platform in Asia. Compared to other fairs, the buyers here are of higher quality; genuine buyers make up a large portion and most of them come with sourcing intentions. Currently, fancy yarn is in great demand in the market. The number of customers looking for such products is significantly higher this year, and Yarn Expo can effectively help us capture this demand.”

Ms Stella Gan, Sales Manager, Jin Dun Textile

Buyer comments

“We can find all ranges of cotton yarn, fancy yarn and chemical fibres at Yarn Expo. Most of the famous brands are here, and they bring the latest technologies and products, including debut products. Yarn Expo always catches the latest trends in the industry and presents them at the fair. This year the quantity and quality of fancy yarn exhibitors has increased, so I’ve found some products to source already.”

Mr Wang Gaofeng, Deputy General Manager, Jiaxing Jinqie Fashion Co Ltd, China

“We mainly came to source fancy yarn this time, and we found many new options. This international show greatly expands our sourcing options. Many of our existing suppliers, including from Indonesia, exhibit at this fair so that’s why we source here. We’re satisfied with the exhibitor quality, and intend to place orders afterwards. There have been a number of new technologies presented here that left a deep impression on us.”

Ms Linggar Jati Halim, Director, PT. Kartika Sinar Mulia, Indonesia

“I like this fair as it gathers exhibitors from the entire industry supply chain. As the demand for functional fabrics continues to increase, we can also see this trend in Yarn Expo. Therefore, the fair helps us to learn about the industry’s developments.”

Mr Jiang Chang, Marketing Manager, Hangzhou Gaoxi Technology Co Ltd, China

The next Yarn Expo fair, the Autumn Edition, will be held at the earlier date of 27 – 29 September 2018, once again at the National Exhibition and Convention Center.

Yarn Expo Spring is organised by Messe Frankfurt (HK) Ltd and The Sub-Council of Textile Industry, CCPIT. For further information, please visit: www.yarn-expo-spring.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

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Notes to editors:

Pictures from the fair are available here

http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/yarn_expo_spring/media/YES-photos.html

Further press information & picture material

http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/yarn_expo_spring/news.html

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

*preliminary numbers 2017

For more information, please visit our website at:

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