

Press release

January 2020

Intertextile Shanghai Home Textiles will be held from 24 – 26 August 2020

Yan Li
Tel: +852 2230 9281
Yan.Li@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.intertextilehome.com

ITSH20 PR1 eng

Intertextile Shanghai Home Textiles – Autumn Edition will return from 24 – 26 August 2020 at the National Exhibition and Convention Center (Shanghai). Faced with an uncertain economic landscape, both domestically and internationally, the 2019 fair still saw a positive result. Stepping into its 26th edition, the trade fair will provide exhibitors the perfect opportunity to introduce new products and expand their distribution networks, as well as serving as a source of information and inspiration for professionals in every aspect of the industry.



Celebrating its 25th anniversary last August, the Autumn Edition of Intertextile attracted 1,147 exhibitors from 27 countries & regions, as well as 35,390 trade buyers from 117 countries & regions (2018: 104), reflecting the increasing internationalism of Messe Frankfurt's textile fairs in China, and the growing opportunities for international suppliers to meet a wide range of buyers in Shanghai. The trade fair's capacity to attract large and diverse crowds has reinforced its status as the leading business platform for the home textile industry in the Asia Pacific region.

In the next edition, a large collection of quality Chinese companies, as well as premier overseas brands will once again present the entire spectrum of home and contract textile products including:

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

- Textile editors
- Whole Home Products
- Windows & Upholstery
- Bedding, Bath, Kitchen & Table
- Carpets & Rugs
- Sun-Protection
- Wallcovering
- Digital Print & Technics
- Fibers, Yarns & Chemicals
- Textile Designs

Opportunities abound in China's home textiles market

“Despite what is going on at the macro level in the global economy, the domestic home textile market in China remains robust and there is a growing demand for overseas brands. The upcoming Autumn Edition of Intertextile is set to offer suppliers and buyers the best platform to capture new business opportunities, especially as we continue to focus on bringing together more key players from the textiles, interiors, architecture and hospitality sectors in China and internationally,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd said.

“Over the years, Intertextile has been evolving from a traditional trade fair to an immersive and interactive experience that inspires and engages attendees. Today, the fair is more than a business platform; it also delivers state-of-the-art home trends, valuable networking opportunities, as well as innovative and strategic solutions for brand development through a series of fringe programme events,” Ms Wen further explained.

As one of the selected exhibitors featured in the Talks & Tours series at the 2019 fair, Mr Thomas Luys, Sales Manager of LIBECO-LAGAE, was very complimentary about the fair's results: “For us, Intertextile is the number one gateway to the Chinese market. We had quite a diverse range of visitors, including an increase in e-commerce buyers, but also more traditional upholstery fabrics buyers. Our booth was also part of the Talks & Tours, so it was important to tell our story to a diverse range of visitors on this tour.”

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>.

-end-

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>

Intertextile Shanghai Home Textiles –
Autumn Edition 2020
Shanghai, China, 24 – 26 August 2020

<https://www.facebook.com/intertextilehome>
<https://twitter.com/IntertextileH>
<https://www.linkedin.com/in/intertextilehome/>

NEW: Newsroom

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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

* preliminary figures 2019