

Press release

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Intertextile Shanghai Home Textiles – Spring Edition returns in March 2022

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ITSHS22 PR1 EN

The 2022 Spring Edition of Intertextile Shanghai Home Textiles is set to return to the National Exhibition and Convention Center (Shanghai) from 9 – 11 March 2022. The fair, once again held concurrently with Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, CHIC and PH Value, will continue to offer a one-stop trading platform for businesses during the traditional peak sourcing season of the Chinese home textile industry.

The fair provides an opportunity for suppliers to tap into the fast growing Chinese home textiles market and allows prospective buyers to meet their sourcing needs. Following the success of the 2021 edition, which attracted 18,951 trade buyers and 216 exhibitors to participate in this leading industry event, the upcoming spring fair will once more focus on finished products. Nevertheless, a wide range of items are also on offer including bedding & towelling, rugs, table & kitchen linen, home textile technologies, textile design and more.

The Home Textile Products for Campus & School Zone, as well as the Feather & Down Product Zone, will roll out again in the spring show after they were launched in the last edition. The Campus & School Zone was introduced to fulfil the rising market demand for domestic student bedding: “The current demand in China for student bedding is high. There are around 8 million new university students and 16 million secondary school students each year, and nearly all university students and 70% of secondary school students need bedding, equating to over 19.2 million sets needed each year,” Mr Shi Xiangyu, Department Manager at Yantai Pacific Home Fashion Co Ltd, a 2021 exhibitor, outlined.

Helping businesses to reach their target buyers

Ms Weiqing Peng, Trade Department Supervisor of Wujiang City Yunjie Textiles Co Ltd commented on how the 2021 fair has helped them during the challenging times caused by the pandemic: “We treasure this opportunity to communicate with customers face to face. Buyers usually need to touch the fabrics in person. Many domestic companies are enthusiastic about exhibiting here, and we’ve been really busy as many new and old customers came to our booth. This fair is very popular with the whole industry supply chain.” Mr Leo Chen from Yantai Pacific Home Fashion Co Ltd also applauded the fair for helping them to “reach some big brands in China and explore more cooperation opportunities.”

Messe Frankfurt (HK) Ltd
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26 Harbour Rd, Wanchai, Hong Kong

Exhibitor registration is now open, with a 10% early-bird discount available until the end of December. Interested parties can find out more here: <https://intertextile-shanghai-hometextiles-spring.hk.messefrankfurt.com/shanghai/en/planning-preparation/exhibitors.html>

Intertextile Shanghai Home Textiles – Spring 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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Notes to editors:

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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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

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Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com