

Press release

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## Spring hive of activity: Intertextile Shanghai Home Textiles abuzz with buyers sourcing latest innovations

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**With participant numbers higher than expected, Intertextile Shanghai Home Textiles – Spring Edition 2023 wrapped up after welcoming 26,538 visitors to the National Exhibition and Convention Center (Shanghai) from 28 – 30 March. Buyers were attracted by 283 exhibitors from five countries and regions with a comprehensive selection of home textile products, prompting a solid three days of business exchange. Together with the attention generated, the positive feedback received from exhibitors and buyers alike has once again marked the fair’s importance in creating valuable trading opportunities for the industry.**

At the 27,000 sqm fairground in hall 5.2, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, shared her thoughts: “We were understandably pleased with the recent developments in China, especially re-opening its borders, reducing domestic restrictions, and taking other actions to revive the MICE sector. Thanks to these changes, and the industry’s appetite for renewed in-person business, we have been pleased to see a high number of visitors from home and abroad during these busy three days. It’s been reaffirming to see such a business-friendly environment created by the show’s exhibitors and buyers, and we are optimistic about seeing more international participants at the upcoming Autumn Edition in August.”

### **Well-timed home textile hub fosters business opportunities**

With the global market predicted to rise, Chinese home textile imports and exports are expected to continue climbing. At the Spring Edition of Intertextile Shanghai Home Textiles, held concurrently with four other textile trade fairs, industry players were able to score an early advantage. The comprehensive platform allowed buyers to efficiently source for products and connect with exhibitors that matched their trading needs, in one of the first major industry gatherings in China since its easing of pandemic restrictions.

To improve the early year buying experience, the fair marked out different product zones and special pavilions. Among them all, the newly launched Lenzing Home Textile Satellite Pavilion stole the spotlight, leading many visitors and even fellow exhibitors to explore the possibilities for sustainable products. Ms Fiona Yan, Marketing Communication Supervisor of Lenzing Fibers (Shanghai) Co Ltd, remarked on the pavilion’s debut: “We have participated at this fair for many years, but this time we brought eight of our downstream manufacturers to form a special

Messe Frankfurt (HK) Ltd  
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pavilion. The goal was to increase our brand's influence in the home textile sector, and provide buyers with a one-stop solution for these products. We have received positive feedback on the new pavilion, the volume of visitors has been good, and we have met with many new and regular clients here."

One of Lenzing's aforementioned partners was on hand to comment. "As an exhibitor in the Lenzing Home Textile Satellite Pavilion, we have received more visitors, which has helped us better promote our products and brands to the industry," said Mr Huamin Zhu, Deputy General Manager of TON Design Industrial Co Ltd. "Lenzing has increased our raw material supplies since the reopening of China's borders, and we are optimistic about the domestic home textile industry's future. We also connected with Japanese customers at the fair and will continue to follow up with them afterwards."

### **Other exhibitors' comments**

"We were very pleased with the high number of buyers today at our booth. We are hoping to expand our domestic customer base, and this show is the perfect platform for us to reach out to more of our target buyers. In the wake of recent pandemic-related policy changes in China, and with many clients enquiring about products today, I feel that people are starting to invest more in developing new products, which points to an improving industry outlook."

**Ms Xianglan Song, Manager, GSI Creos China Co Ltd, Japan**

"We have a variety of sustainable products and Intertextile Shanghai Home Textiles is a great platform to reach many of our targeted buyers. It also allows us to understand market trends and learn from other successful suppliers onsite. The crowds this morning were huge, there were even more visitors than pre-pandemic. We have been exhibiting at the Spring Edition for many years now, and I feel that this year's results are going to be the best."

**Mr David Lee, General Manager, Yantai North Home Textile Co Ltd, China**

### **Buyers' thoughts**

"This is my first time visiting Intertextile Shanghai Home Textiles since the pandemic started. We usually also source at the Autumn Edition, but the Spring Edition is crucial for our mid-season collections. We have been sourcing fabrics for sofas, bedding, curtains and other home and contract products, and found six almost-confirmed suppliers. We are aiming to spend USD 3 million on Chinese textile products this year. Thanks to China reopening, we can source products of better quality, quantity, and price. I will definitely visit the fair again."

**Mr Mihail Tornea, Commercial Director, Mezanin-V SRL, Moldova**

"I have sourced at Intertextile Shanghai Home Textiles 10 to 15 times before, and for this Spring Edition, I am particularly looking for upholstery and curtains, as well as some products that make use of TENCEL™ yarns. We will probably place orders with two of the suppliers we found here after we review their soon-to-be-mailed product samples. The fair is also a great platform to understand new industry trends, and knowing

where the market is moving is very important for us.”

**Mr Abhishek Agrawal, Director, Rikatex International Limited, Hong Kong**

### **Fringe programme views**

“I saw the Lenzing Group is holding a seminar about their TENCEL™ products so I came to learn more about it. Our company uses fabrics made out of their products and we wanted to be the first to know about the newest industry news through their presentation today. As Lenzing is one of our suppliers, the more the company promotes its brand, the more it benefits us. We are in the finished goods side, and being able to quickly learn about the latest trends and product developments through this seminar is essential for buyers like us.”

**Ms Haru Sun, Customer Service Director, Shaoxing Casa Furnishing Co Ltd, China**

Intertextile Shanghai Home Textiles – Spring Edition 2023 was held concurrently with Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, CHIC and PH Value. The fair 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](http://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:

### **Further press information & picture material**

<https://intertextile-shanghai-hometextiles-spring.hk.messefrankfurt.com/shanghai/en/press.html>

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<http://www.texpertise-network.com>

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Intertextile Shanghai Home Textiles –  
Spring Edition 2023  
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\* Preliminary figures for 2022