

Press release

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## Antibacterial yarns and fibres to be in strong demand at Yarn Expo Spring 2021

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**Following a challenging year for the industry, Yarn Expo Spring will return from 10 – 12 March 2021, as the platform continues to support the market’s recovery. After the success of the online solutions on offer at the Autumn Edition and in light of ongoing travel restrictions, exhibitors and buyers will once again have the added benefit of digital services at the spring show, to complement the physical fair. And as the market gains momentum, a special focus will be placed on developing trends, particularly antibacterial and hygiene products. Yarn Expo Spring will take place at the National Exhibition and Convention Center (Shanghai).**

“After the successful conclusion of the Autumn Edition, Yarn Expo remains a reliable and stable trading platform for the industry in times of change and uncertainty, with feedback from the previous edition outlining the valuable support the fair offers our exhibitors and buyers,” said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. “As we look ahead, the upcoming Spring Edition will continue to cater to market demands, offering comprehensive sourcing for raw materials with online and hybrid solutions running in tandem with the physical fair. And as the market shows promising signs of recovery, we are glad that our digital solutions ensure the fairs accessibility to all.”

Ms Li Shaoping, Senior Manager of Cotton Council International from Hong Kong explained why they choose to join the fair, year on year: “Yarn Expo is important to the yarn and fabric industry in times like this, especially when it serves as a communication platform for companies large and small, to share market information and promote their new products. Holding a physical event is also crucial for businesses as buyers need to look at the products in person.” She also acknowledged the diversity and high turnout at the Autumn Edition: “The fair is professional with a wide range of products on offer. We’ve had excellent results this year as there’s a fourfold increase in visitor enquiries.”

Meanwhile, visitors such as Ms Yolanda Wang, Senior Product Development Engineer of Personal Protective Equipment at Honeywell SPS appreciated the diverse product selection on offer: “I was able to find some suitable suppliers in the fair and products for our new product development. Yarn Expo is a regular event in the textile industry calendar that everyone will go to because it always offers the most comprehensive sourcing options compared to other similar fairs.”

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Ms Wen then moved on to explain how new opportunities can be found at the show: “The Autumn Edition showed a substantial increase in demand for antibacterial yarns and fibres, an already emerging trend that has been significantly boosted by the global pandemic. Participants have long-recognised the show as a place to discover and stay afresh with the industry, with exhibitors and visitors appreciating more than ever the chance to learn about the latest market news. With that said, we look forward to supporting the development of market trends in the coming year,” she concluded.

First time exhibitor Mr Kent Wang, Sales Director of Shanghai Xinya New Material Technology Co Ltd in China explained the benefits and potential of the fair: “Our business has experienced growth amid the pandemic. We’ve brought quite a number of anti-bacterial products to the fair and customers’ feedback has been positive. The physical fair provided us with the opportunity to have face-to-face interactions with clients which has proven to be effective. The turnout is higher than I expected and we’ve already met with some potential customers.”

### **Digital solutions ensure accessibility to all**

In addition to the physical fair, Yarn Expo will once again provide online solutions for those unable to travel. Exhibitors can benefit from the hybrid exhibition package which allows companies to display their yarns and fibres onsite at the dedicated showcase area, enabling buyers to examine the products close-up. These ‘hybrid exhibitors’ will also be able to obtain business cards with the help of onsite staff and utilise video equipment to help introduce their brand. On top of this, all participants will have access to the digital business matching platform where they can connect with both online and onsite business partners via the instant messaging and video calling functions, available before, during and after the fair.

### **Four concurrent fairs construct an unrivalled sourcing platform**

Yarn Expo Spring will be held alongside four concurrent events: Intertextile Shanghai Apparel Fabrics – Spring Edition, Intertextile Shanghai Home Textiles – Spring Edition, PH Value and the China International Fashion Fair (CHIC). Together, the shows encompass the entire textile supply chain, providing a one-stop sourcing platform for the industry with strengthened potential and value for all participants.

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](http://www.yarn-expo-spring.com). To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Notes to editors:

**Further press information & picture material**

Yarn Expo Spring  
Shanghai, China, 10 – 12 March 2021

<https://yarn-expo-spring.hk.messefrankfurt.com/shanghai/en/press.html>

## **Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://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. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020. 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 Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2020