

news +++ Intertextile Shanghai Apparel Fabrics  
National Exhibition and Convention Center (Shanghai), China, 27 – 29 August 2024

**intertextile**  
SHANGHAI apparel fabrics

## Intertextile Apparel concludes: 30<sup>th</sup> anniversary edition's scale, variety and internationality highlights global importance

**Shanghai, 16 September 2024. The fair, which wrapped three days of business on 29 August, has reiterated its position as one of the world's most important sourcing platforms for apparel textiles and accessories, and an important avenue to overcome the industry's structural changes and recent challenges. Nearly 4,000 exhibitors from 26 countries and regions showcased the products and solutions set to define fashion's coming seasons, with a renewed focus on functionality, sustainability, and digitalisation. They were met at the National Exhibition and Convention Center (Shanghai) by over 100,000 visitors (2023: 95,000) from 115 countries and regions, with this edition's 29% rise in international buyers marking back-to-back increases after overseas visitors doubled in spring<sup>1</sup>. There was also a 15% increase in visitors attending for two or more days, reflecting the fair's relevance to industry players. Beyond Autumn / Winter 2025-26 sourcing, fairgoers were able to network and discover new trends, digital innovation and market insights at the fair's expansive fringe programme.**

Speaking at the fair's close, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "We have been eager to communicate that while Intertextile may be the world's largest sourcing hub for apparel textiles, it is so much more than that. Industry players from all over the world come here seeking inspiration and innovation for the constantly evolving textile market. For 30 years, this fair has grown and stayed relevant by consistently moving with the times – hence the launch of our new Economy Hub and Digital Solutions Zone, and an expanded fringe programme that featured leading experts discussing everything from testing compliance to generative AI's role in textile design. These kinds of insights are key for companies looking to operate successfully in a sustainable, technology-driven future."

Ms Shea continued: "Our exhibitors recognise this need for change, and their on-trend, innovative and sustainable offerings strongly complemented the themes at our fringe events. Whether showcasing regenerated functional fabrics, organic buttons, or all-in-one traceability platforms, the variety on show was astounding. None of this would have been possible without the outstanding contributions of our pavilion organisers, as well as our supporting organisations, numerous exhibitors and buyers, and speakers, whose active contributions over the past 30 years have helped make this the leading fair for apparel textiles."

Across the 240,000 sqm exhibition space, highlights included the debuts of the Malaysia and Uzbekistan Pavilions. Among the seven returning pavilions from Asia and Europe, the

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<sup>1</sup> Both shows in 2024 compared to their respective editions in 2023.

Japan Pavilion made its 21<sup>st</sup> appearance<sup>2</sup>, Milano Unica featured for the 20<sup>th</sup> time, and the Korea and Taiwan Pavilions celebrated over 25 years at the show.

The fair's new Digital Solutions Zone contained industry-leading knitting machinery, design systems and software, various AI solutions, and more. With other sustainable suppliers spread throughout the fairground, Econogy Hub, the rebrand of the fair's longstanding All About Sustainability zone, included 36 exhibitors, three display zones and ecoBoutique. Meanwhile, the latest accessories, denim, fabric designs, functional fabrics, premium wool and more were displayed in the fair's various product zones.

The organiser of the Japan Pavilion, **Ms Mutsuko Tatsukami, Planning Director Textile Div., Japan Fashion Week Organization**, commented: "Japan has such wide-ranging fabrics from top to bottom. It is important for Japanese companies to exhibit at Intertextile Apparel to develop their Asian markets, and they feel it's more efficient to be grouped together in the Japan Pavilion. Our Japan Trend Corner serves as a gateway to all of the booths and helps attract buyers. Seasonal trends mean it is very important to be here for S/S and A/W. Over the years, the standard of buyers, the fair's overall standards, and the quality of fabrics have all greatly improved."

On the visitor side, organisations from India, Malaysia, Myanmar, Singapore, Thailand and Vietnam brought delegations to the fair. With buyers including global garment manufacturers, wholesalers, brands, department stores and more, international visitor numbers grew again this autumn, adding to the strong visitor flow.

Visiting the show as part of the Singapore Fashion Council delegation, **Ms Monika Januavita Kopeng, Lead Fashion Designer at Love, Bonito Singapore**, said: "Intertextile Apparel is a really great place to meet many exhibitors from different countries, with suppliers bringing their own expertise and fabric specialties, and to expose ourselves as a brand to opportunities from different mills. We came here with a sourcing agenda, and we've discovered new advanced technology and fabrics that we've never seen before. It has been a really great opportunity for us. We would like to join the fair next year for Spring / Summer."

Of the 30<sup>th</sup> anniversary edition's more than 50 fringe events, 25 were sustainability-focused with 14 under the Econogy Talks umbrella, which has been a major focus for the organisers as Messe Frankfurt extends its Texpertise Econogy concept worldwide. In addition, there were two guided Econogy Tours of exhibitors who passed the independent sustainability verification, while Econogy Finder allowed buyers to easily discover the fair's eco-focused suppliers.

Exhibiting within the Econogy Hub, **Mr Marc Sidler, Group CMO at Testex AG**, noted: "Intertextile is the most important apparel fabrics fair on the planet. This fair has got much greener, you can also see that at our booth, it's also become more professional and more digital. What has not changed is the interaction between human beings, this is what fairs are for – we are all social creatures, we want to interact, we want to talk, we want to explore our friendship. There has been strong visitor interest in Made in Green, it's our most sustainable product where you can really see the transparency of the supply chain towards the end consumer."

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<sup>2</sup> Making its 21<sup>st</sup> appearance as the Japan Pavilion, although JFW's pavilions have been present at Intertextile in some form for 21 years.

Within the fringe programme, other overarching topics included global and regional market insights, including a panel discussion organised by AFTEX on textile investment opportunities in the ASEAN region; digital innovations, featuring seminars from Avery Dennison, Shima Seiki, Symmpix, and more; and various theme and trend discussions from the likes of Pantone and WGSN related to upcoming fashion seasons.

Participating as an exhibitor and as part of the fair's fringe programme, **Mr Herman Chan, General Manager of Symmpix**, said: "The introduction of the new Digital Solutions Zone, and the Digital Solutions Exploration Space aligns perfectly with our company's development direction. This is an excellent platform to connect, start conversations, and build relationships with industry players, and for showcasing our solutions to customers. On the fair's first day we have already welcomed many potential buyers who specifically reached out to us, with the clear goal of finding digital solutions for their business."

### **Exhibitors' feedback**

"The show is not only a platform for seeking new opportunities or launching new products, but also for promoting brands and communicating with the industry. Participating as a pavilion is beneficial to our company, and also helps facilitate cooperation among our clients and pavilion members. This year, our pavilion theme is "Accelerating Our Journey to Decarbonization". In addition to the main booth, we have also collaborated with the organiser to replicate a corn field in Econogy Hub. This immersive experience has attracted many curious viewers to learn about our bio-derived LYCRA® fibre, which could help us to promote new concepts."

**Mr Jason Wang, VP of Asia, Apparel, The LYCRA Company (organiser of The LYCRA Company Pavilion)**

"Intertextile Apparel has been very important for us since we started participating in 1998. Cooperation within the textile industry is fundamental and this show created the first connections with all the Chinese customers. By concentrating Italian exhibitors in the Milano Unica Pavilion, international and domestic buyers know they can come here and find various products from Italy. Italy is well-known for its wool; we produce very high-quality, creative fabrics. The Chinese market is extremely important for us and has big potential, therefore we would like to invest more in the future."

**Mr Federico Veronese, Sales Manager, E.Thomas S.p.A, Italy (exhibiting in the Milano Unica Pavilion, receiver of 25-year participation award)**

### **Visitors' comments**

"This is my first visit to Intertextile Apparel, and my primary focus is to find eco-friendly fabrics. I am glad that I've discovered some target products at the Lenzing and Sorona Pavilions. It's crucial for exhibitors to undergo the Econogy Check, as some of my clients have told me they would do the independent test to verify the authenticity of green product sources. Having the Econogy Check would save us time and money while also building trust among traders. I would say this fruitful trip is beyond my expectation."

**Mr Ricky Osborne, Managing Director, Jatu Clothing & PPE, Australia**

"This is our second time visiting this fair, and it offers us a lot of opportunities to connect with international buyers and exhibitors. While our local market is moving towards digitalisation, what the fair showcases is very innovative, and we can learn more about the upcoming global industry trends. We also hope to collaborate and engage more in the fringe programme next year to strengthen our connections with the international community."

**Ms Aye Mi Shein, Managing Director, Myanmar Garment Manufacturers Association, Myanmar**

### **Speakers' insights**

“As AFTEX, we are very pleased that we were invited to attend Intertextile Apparel, where we are able to see more – what is available in the market, the innovation, the technology, and the trends. At the same time, we are giving our ASEAN members exposure at this show so that each country can present their capabilities and government incentives for textile, apparel, and footwear. Each country has its own strength, from infrastructure, to transportation, to internal and export incentives. This fringe programme is helpful, because you draw not just domestic but also international interest.”

**Mr Albert Tan, Chairman, ASEAN Federation of Textile Industries (AFTEX) (speaker at Textile Investment Opportunities in the ASEAN Region)**

“What we are trying to do here is to be at the forefront of sustainability, but not be so advanced that we cater only to a niche market. Because if we want to change something, we have to go for the broader perspective rather than just a specific offering, for example exclusive organic cotton with advanced features. Our goal is to reach the mass market. Exhibitors have understood the value of Econogy Finder, as it serves as an effective tool for promoting themselves. Being included in the Finder is a significant advantage, and being part of Econogy Talks or Econogy Tours adds even more value.”

**Mr Karl Borgschulze, Managing Director, Consulting Service International Ltd. (host of Econogy Tour)**

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It took place alongside Yarn Expo Autumn, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai), with the venue playing host to the entire apparel textile value chain. For more details on this fair, please visit: [www.intertextileapparel.com](http://www.intertextileapparel.com).

The next Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held from 2 – 4 September 2025.

Other upcoming shows:

**Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies**  
26 – 28 February 2025, Ho Chi Minh City

**Intertextile Shanghai Apparel Fabrics – Spring Edition / Intertextile Shanghai Home Textiles – Spring Edition / Yarn Expo Spring**  
11 – 13 March 2025, Shanghai

**Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen**  
11 – 13 June 2024, Shenzhen (Futian)

**Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn**  
2 – 4 September 2024, Shanghai

### **Press information and photographic material:**

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

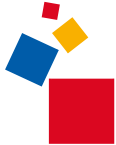
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## **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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