

Press release

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Abundant sourcing options to mark Yarn Expo Shenzhen's return this November

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Providing a key opportunity to take advantage of the growing business prospects in the Greater Bay Area, Yarn Expo Shenzhen will be held in Hall 10 at the Shenzhen World Exhibition & Convention Center from 2 – 4 November 2022. Leading suppliers will showcase a wide selection of yarn and fibre advancements, from high-quality, natural products to innovative synthetics, as well as unique offerings in the sustainable and functional yarn categories.

“Yarn Expo has established its global reputation as a leading trade fair that highlights international yarn and fibre trends, and one that encourages thought-provoking discussions,” said Ms Wilmet Shea, Deputy General Manager of Messe Frankfurt (HK) Ltd. “We are pleased to be welcoming participants back to Yarn Expo Shenzhen this year, which is strategically located in the Greater Bay Area, a dynamic fashion hub and one of the country’s growth engines. In addition to the customary yarn and fibre categories, sustainable and functional materials will be a key focus at our upcoming fair. This is a product sector we’d like to develop further, as we believe it better meets the industry’s sourcing needs, especially when you consider the rapidly evolving market in South China and Southeast Asia.”

Yarn Expo Shenzhen provides fairgoers with increasing business opportunities in the Greater Bay Area

With Shenzhen as one of its core cities, China’s Greater Bay Area (GBA) has been witnessing strong domestic demand and steady economic growth. According to data from Delta Analysis, GBA recorded a positive trade balance of USD 42.9 billion in July 2022 with 19.5% year-on-year growth. Its most notable trade balance rebound was after spring, with the region seeing significant year-on-year growth of 34.6%¹ in May 2022. In addition to the area’s export potential, the Commerce Bureau of Shenzhen Municipality has made efforts to develop Shenzhen into an international consumption hub, introducing a wide range of new measures in February 2022 in aid of this².

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¹ “Mainland China - GBA: Imports, Exports and Trade Balance”, 2022, Delta Analysis, <https://bit.ly/3LeglNF>, (Retrieved: September 2022)

² “Transforming Shenzhen into an International Consumption Hub – New Measures for Boosting Consumption”, 23 March 2022, China Briefing, <https://bit.ly/3B9Kbym>, (Retrieved: September 2022)

Notably, Shenzhen is home to thousands of designers, brands and garment producers, connecting with major yarn and fibre manufacturers in categories such as ladieswear, menswear, kidswear, underwear, denim and wool. With evidence attesting to the region's manufacturing, consumption and export potential, Yarn Expo Shenzhen is a well-placed platform for industry players to reach out to key contacts and grow their businesses.

Concurrent events and fringe programme to promote synergy

Following the success of the previous edition, which attracted 24,463 buyers, the 2022 fair will host a comprehensive array of forum sessions and seminars. Meanwhile, three other textile trade fairs will be held concurrently with Yarn Expo Shenzhen – Intertextile Shenzhen Apparel Fabrics, CHIC and PH Value. Together, these fairs represent the entire textile value chain and will provide a wide variety of sourcing options and networking opportunities to maximise business outcomes.

Ms Nicole Ni, Marketing Manager at Zhejiang Xinao Textiles Inc, commented on how the show strengthened their business: "The visitor flow is way better than our expectation. Yarn Expo and the concurrent fairs form a comprehensive trade platform where you can find everything in the areas of yarn, fabrics and fashion. It offers us a good opportunity to find new potential clients and to network with our existing clients. "

Yarn Expo Shenzhen is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; China Cotton Textile Association; China Chemical Fibers Association. For more details on the upcoming fair, please visit: www.yarnexpo-shenzhen.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:

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Texpertise, the textile business network – Newsroom

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: <http://texpertise-network.messefrankfurt.com>.

Yarn Expo Shenzhen 2022
Shenzhen, China, 2 – 4 November

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its

headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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. 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).
For more information, please visit our website at: www.messefrankfurt.com