

news +++ Yarn Expo Shenzhen

Shenzhen World Exhibition and Convention Center, China, 6 – 8 November 2023



Recently concluded Yarn Expo Shenzhen lays out roadmap for upcoming industry development

Shenzhen, 22 November 2023. After a successful three days of business from 6 – 8 November 2023, the fair concluded on a fruitful note at Shenzhen World Exhibition and Convention Center. Combined with the concurrently-held Intertextile Shenzhen Apparel Fabrics, DPARK (Fashion Design), and PH Value, Yarn Expo Shenzhen received over 22,000 visits from over 60 countries and regions. Across 10,000 sqm of exhibition space, the fair hosted 77 exhibitors from four countries and regions. Throughout its booths and fringe events, the well-known yarn and fibre platform demonstrated the latest industry trends, particularly the pursuit of green and innovative products, as well as evolving export opportunities for international businesses targeting South China, and vice versa.

Amid global business headwinds, China's yarn and fibre industry has displayed resilience and growth potential. According to the latest customs data, textile yarn exports from China increased by 9.7% YoY to USD 1.2 billion in September¹. Mirroring the industry's strong prospects, this year's fair served as a springboard for exhibitors to network with international buyers and suppliers, as well as to expand their business in South China and Southeast Asia.

"Walking through the fairground, it was clear to see that Yarn Expo Shenzhen offers the industry a comprehensive trade platform to take advantage of regional and international opportunities," said Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd. "Especially opportunities coming from Southeast Asia, where a positive growth outlook has been attracting free-flowing foreign investment, and we were pleased to welcome some prominent buyers from this region. This paired well with the needs of our export-focused exhibitors – however, we also sensed a firm desire from industry players for Chinese sales, and the diverse domestic visitor flow was an important factor as well."

In conjunction with a positive business outlook, sustainability remains a prominent market trend. As brands and consumers place more emphasis on the authenticity and traceability of eco-friendly products, industry buyers are increasingly conscious of every sourcing step they take. With yarns and fibres making up the foundations of textile production, the fair serves as a beacon for the development of the organic, recycled, and biodegradable markets.

Exhibitors' feedback

"We can leverage our export business at this fair, since the Greater Bay Area has a strong connection with the international market as well as high domestic demand. With the new generation of consumers more receptive to green and functional products, we have been

¹ 'Export of Garments and Textiles in Quantity and Value, Aug 2023', CCS (China Customs Statistics) Information Center,

<https://portal.hktdc.com/resources/RMIP/20231020/qdza1gnz-MjMwOV9HYXJtZW50c0V4cG9ydA==.pdf> (Retrieved: November 2023)

focusing on developing these types of more high-end products. During the fair, we met more foreign than local customers, who found our products to be very innovative, such as our fibres with skin-care functions, and reyon fibres made from ginger for keeping warm."

Ms Amy Yuan, Marketing Manager, Bettertex, China

"Our main market is still overseas, but we see great potential in Shenzhen, because Guangdong has many well-established local brands, especially for women's fashion. With the market becoming more competitive, many leading brands try to differentiate themselves by using quality yarn, notably younger and more vibrant brands. They are more willing to invest in high-end raw materials, since raw materials ultimately determine the quality of their garments."

Ms Channie Chang, Assistant General Manager, Sales & Marketing, Consinee Group Co Ltd, China

"Previously, we had not explored the South China market, which is why we joined this fair. The visitors are also different at this edition. At Yarn Expo in Shanghai, we met with consumers, traders, as well as agents. But at Yarn Expo Shenzhen it is mainly end-users. I think this is the best fair for the yarn industry. It gives us a lot of cutting-edge advantages, to come here and meet international buyers as well as Chinese buyers."

Mr Ankit Lath, Director, Kamal Cotspin Pvt Ltd, India

"Yarn Expo Shenzhen is very beneficial to our business. Although the global economy is experiencing headwinds, the cotton yarn market is still gradually growing, so attending this fair is a great opportunity to expand our business. We have met some excellent clients and agents to work with and have come up with some new ideas to develop new businesses in various fields."

Mr Sadik Halani, Managing Director, Jolly Agri Exim, India

Visitors' experiences

"This is my first time attending these fairs in Shenzhen, which are very specialised. I am sourcing yarn and fabric containing polyester and manmade fibres. We manufacture various garments, with a spinning mill in India, exporting fabrics to Bangladesh, utilising real Chinese materials. This platform is close to Hong Kong, which is why we chose to come here, and the quantity and quality of exhibitors I will give eight marks out of ten. We will proceed to the next step with one who was showcasing denims and yarns."

Mr Meiappan Muthu, Vice President, F.F.T. International, India

"We often attend Yarn Expo Shenzhen since it is close to Guangzhou and is where most of our customers are. This fair is still very important for the industry because it serves as a platform for product launches, promotions and more. There are more new and functional products at this edition, and the quality has also improved. With so many suppliers and products to choose from, this show is very important for our sourcing needs. We have already exchanged contact information with suppliers for further communication."

Mr Wei Zhang, General Manager, Foshan Shi Yizhiyuan Textile Co Ltd & Rizhao Regent Cashmere Products Co Ltd, China

"We typically attend Yarn Expo's Shanghai editions and Canton Fair, and this is our first visit to Yarn Expo Shenzhen. In comparison with the Shanghai fair, I think the Shenzhen one has a higher focus on functional products. In addition to Naia™, we also saw some other functional fibres. This time, we are mainly sourcing cotton brocade products, and we

found some antibacterial cotton brocade products of excellent quality. Our next step will be to discuss the possibility of collaborating. We'll come back to this fair again."

Ms Qun Wang, Luthai Textile Co Ltd, China

Yarn Expo Shenzhen 2023 was held concurrently with Intertextile Shenzhen Apparel Fabrics, DPARK (Fashion Design), and PH Value, together providing a comprehensive trading platform for the entire textile value chain.

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

Upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

28 February – 1 March 2024, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring

6 – 8 March 2024, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn

27 – 29 August 2024, Shanghai

Press information and photographic material:

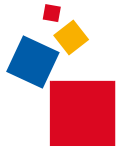
<https://yarnexpo-shenzhen.hk.messefrankfurt.com/shenzhen/en/press.html>

Social media and website:

facebook.com/yarn.expo

instagram.com/yarn_expo

www.yarnexpo-shenzhen.com



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Newsroom

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 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 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.

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