

Press release

April 2020

Yarn Expo launches Shenzhen edition, targeting South China's apparel industry

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In addition to its biannual Shanghai fairs, Yarn Expo will launch a new Shenzhen edition in 2020. Yarn Expo will join Intertextile Shenzhen Apparel Fabrics (formerly Intertextile Pavilion Shenzhen) from 15 – 17 July 2020. The fairs will be held in a new venue, the Shenzhen World Exhibition and Convention Centre. With CHIC and PH Value also taking place concurrently, Yarn Expo Shenzhen will represent the first stop for the entire apparel supply chain. Nearly 150 exhibitors are expected to join the fair.

“Yarn Expo’s Spring and Autumn editions in Shanghai have experienced year-on-year growth, and are now recognised globally as top destinations for sourcing from the best of the yarn and fibre industry,” said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. “Notably, our exhibitors have noticed enquiries not just from spinners and weavers, but also garment manufacturers and fashion brands who desire specific materials and qualities. The launch of Yarn Expo Shenzhen will aim to capture the potential of the strong apparel market in South China and Southeast Asia.”

Ms Wen continued: “We are also pleased that the China Knitting Industrial Association will cooperate with us as one of the co-organisers of the Shenzhen fair. Their involvement will increase our ability to develop this product sector of the fair in coming editions.”

Yarn Expo gathers leading exhibitors who showcase a wide range of products, from high-quality natural items to innovative synthetics. Past editions have seen high visitor interest for exhibitors offering unique products, such as sustainable, functional or fancy yarns, which add value to end-products.

Bringing top quality yarn to the world's garment production centre

The Shenzhen World Exhibition and Convention Center is the world's largest exhibition venue, and is located near the Shenzhen Bao'an International Airport. The area is also well connected via high speed trains and the world's third largest ferry port, ensuring convenience for local manufacturers as well as international buying offices from Hong Kong.

Shenzhen is a key city in China's Greater Bay Area, a central government scheme to develop an integrated economic hub by linking

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nine major cities of South China's Guangdong Province, Hong Kong and Macau. The Greater Bay Area includes major manufacturing hubs for all kinds of garment clusters, including ladieswear, menswear, kids wear, denim, wool and underwear.

A world-class fashion destination

The venue is close to Dalang Fashion Town in Shenzhen, an ongoing development subsidised by the government that aims to use the momentum of the Greater Bay Area to build an international fashion centre. The development builds on top of Shenzhen's strong foundations in fashion, with the city already being a well-known ladieswear hub, home to around 30,000 fashion designers and over 2,000 fashion retailers.

Representing China's efforts to redefine its place in the fashion industry, Dalang Fashion Town promotes exciting domestic designers as well as sustainable technology, meaning that eco-friendly yarns and fancy yarns are expected to stand out and generate interest at Yarn Expo Shenzhen.

Yarn Expo Spring and Intertextile Shanghai Apparel Fabrics merge with Shenzhen editions

As announced on 8 April, due to the worldwide spread of the coronavirus, Intertextile Shanghai Apparel Fabrics – Spring Edition and Yarn Expo Spring will merge with Intertextile Shenzhen Apparel Fabrics and Yarn Expo Shenzhen for 2020. Exhibitors from these Shanghai fairs will be able to present their spring / summer 2021, as well as autumn / winter 2021-22, collections at the corresponding Shenzhen editions instead.

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; and China Knitting Industrial Association. Yarn Expo Shenzhen 2020 will be held concurrently with Intertextile Shenzhen Apparel Fabrics, as well as CHIC and PH Value. 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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Yarn Expo Shenzhen 2020
Shenzhen, China, 15 – 17 July

Newsroom

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

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. 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. 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

* preliminary figures 2019