

Press release

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Final report: Yarn Expo Autumn wraps up with 501 exhibitors and over 19,000 visitors

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More exhibitors than ever joined Yarn Expo Autumn 2018, which was held concurrently with ITMA ASIA + CITME from 15 – 17 October at the National Exhibition Convention Centre (Shanghai). 501 suppliers from 14 countries & regions participated, with new countries to the show including France. This international diversification, as well as strong domestic numbers, demonstrated Yarn Expo's increasing recognition as a top show in the industry. What's more, almost 80% of exhibitors were returning from successful past editions, showing their support of the fair.

“Although Yarn Expo was unable to be held concurrently with Intertextile Apparel this year, more industry players recognise this fair as a top show for yarn and this is why the turnout remained very strong,” explained Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK). “Our product range was more diverse than ever as exhibitors increasingly see China as the ideal market to introduce their latest innovations. For example, this year we've welcomed premium French linen and advanced Italian chemical fibres. Yarn Expo is a platform that promises to gather all of the top suppliers under one roof for genuine buyers.”

With demand rising within the Chinese market for fancy & specialty yarns, suitable for stand-out fashion trends, the trade potential for this product category was high. Business for eco-friendly and natural yarns was also reported to remain steady this edition, reflected by the India Pavilion which increased in size by around 40% this year.

Exhibitor feedback

“We are using Yarn Expo as a platform for brand exposure. We have a very good feeling about the demand for premium products in China. Yarn Expo has many more quality visitors in comparison to other fairs. We have had a very positive experience and will certainly return.”

Mr Hervé Denoyelle, Business Development Manager, Safilin, France

“The participation in the India Pavilion has been quite good this year, all of the leading Indian companies are here and we are occupying much more space. It's important to be here, the fair reflects market demand, and everybody comes here twice a year. We see a lot of potential growing in China.”

Dr Siddhartha Rajagopal, Executive Director, Texprocil (India Pavilion organisers)

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

“Yarn Expo is a very good platform for maintaining relationships with existing customers and we are very happy with that. Yarn Expo is the biggest yarn fair in the world now. Buyers from all over the world come to this exhibition.”

Mr Neeraj Gupta, PT. Indo-Rama Synthetics Tbk, Indonesia

“Compared with other similar fairs, Yarn Expo is a more professional industry platform and the buyers here are very diverse and of high quality, so we can meet many potential clients here. We’ve received many orders – especially orders from Chinese buyers, which is very inspiring and we always think the China market has great potential.”

Mr Xuan Cuu Do, Trade Director, Hanam Textile Company, Vietnam

“We have received many onsite orders during the three days this year. Yarn Expo is becoming more internationalised each year with more diversified buyers, and our old customers will also come to this expo to visit our booth every year.”

Mr Gaopeng Li, Overseas Sales Representative, Ningbo Grand Fortune Shareholding Co., Ltd, China

“Yarn Expo can help our company to promote our brand image and products. The customers who have visited the booth are willing to place orders. In addition to domestic customers placing orders, overseas customers mainly come from Southeast Asia, the United States and Japan.”

Ms Hongying Li, Technical Centre Director, Shangtex Yufeng Science & Technology Co., Ltd, China

Buyers’ opinions

“This is our first time at Yarn Expo, and we are here to explore the market and see what innovation is here. I have found a lot of new potential contacts. Yarn Expo is one of the top yarn and fibre shows in the world, so it attracts good quality suppliers. The VIP buyer programme has been very helpful; it’s convenient to have meetings set up for me with exhibitors offering what I’m looking for.”

Mr Shashidhar Padmanabh Jha, Manager of Raw Material Development and Sourcing, MAS Intimates, Sri Lanka

“Yarn Expo is good in terms of organisation, it’s easy to find each booth, it’s well organised into product groups and countries. I visit every year, and Yarn Expo helps me to meet all of my existing suppliers – they all come here. I can also meet new yarn suppliers. I think that this is the number one fair for yarn, and many of my peers agree.”

Mr Andy Chu, World Knits Ltd, Mauritius

“Yarn Expo is a good platform for maintaining our business relationships – they’re all here, I can find all of them in the same place, it’s convenient. Yarn Expo is better in comparison to other fairs because it attracts all of the biggest suppliers.”

Mr Felipe Bertani, AKA Shanghai Trading, China

“Yarn Expo has a good reputation in the textile yarn industry, buyers are becoming more internationally diversified each year, which can meet my purchasing needs. Partners and visitors at Yarn Expo each year can meet and exchange here to strengthen their business relationships. From this perspective, Yarn Expo plays a role as both a link and bond.”
Mr Zhanfeng Chen, Purchasing Manager, Zhejiang Xinhai Textiles Co., Ltd, China

Yarn Expo Autumn is Asia’s leading trade platform for the yarn and fibre industry, with quality suppliers from around the world showcasing natural and blended yarns including cotton, wool, flax, and man-made fibres and yarns, as well as specialty products including elastic, fancy and blended yarns. Last year’s Autumn Edition attracted 493 exhibitors from 13 countries and regions, and 17,185 trade buyers from 84 countries & regions.

The fair is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. For further information, please visit: www.yarn-expo-autumn.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

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Notes to editors:

Further press information & picture material

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/yarn-expo-autumn.html>

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Information from the international textiles sector and Messe Frankfurt’s textiles fairs worldwide can be found at: 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. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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 | www.congressfrankfurt.de | www.festhalle.de