

Press release

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Global exhibitors create sustainable buzz at recent Yarn Expo Autumn

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YEA23 FR EN

As Asia's largest yarn and fibre trade fair, the 27,000 sqm hive of industry welcomed an impressive array of 510 exhibitors from 14 countries and regions, a 19% increase from the previous edition. New exhibitor countries and regions represented were Bangladesh, France, Indonesia, Japan, the Netherlands, Uzbekistan, and Vietnam, with a nearly six-fold increase in international booths. Products on show across the fair's multiple zones and pavilions included a comprehensive array of various cotton yarns, cellulose fibres, recycled synthetics, and much more. With many on the lookout for sustainable innovations, 20,297 buyers from 106 countries and regions represented a strong growth in both overall participation and internationality (2021: 13,037 visitors, 28 countries and regions).

By gathering numerous key players from around the world, the yarn and fibre platform is an important contributor to global industry trends, with its fringe programme often mirroring the innovation to be found on the show floor. One of the most important topics to emerge in recent years is eco-friendliness across the textile supply chain.

Before the fair's conclusion, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "Sustainability is not going anywhere – at Yarn Expo Autumn 2023, we saw this subject approached from many directions on stage, with a number of key industry experts sharing their insights on how we can work together to take our industry into the future. There has been such a buzz around the fairground at this edition, and buyers have paid particular attention to the variety of green products being showcased by many of our international and domestic exhibitors."

A combination of economy and ecology, the recently-launched 'Econogy' concept is expected to make a lasting sustainable impact on Messe Frankfurt's Texpertise Network. For Yarn Expo Autumn, this will only increase focus on an area which is already key for a multitude of fairgoers.

Exhibitors' experiences

"This exhibition in China is booming, and the visitor flow is good. Our company policy is that products should be safe, comfortable, and sustainable. We are showcasing yarns for flame retardant, protective layers, including viscose products and our newly developed specialised bio-based fibres. Other booths are also displaying sustainable and

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recycled options; therefore, customers can select the products that most fit their desired application and market requirements.”

Mr Tatsuo Usui, Manager, Performance Fiber & Materials Department, MN Inter-Fashion Ltd, Japan

“As the world’s largest yarn producer, China’s product development is very strong. Yarn Expo brings together the industry’s leading yarn manufacturers, which are the business partners we are looking for. By connecting with them at this platform, we hope to find more solutions for our brand. We have had a steady stream of quality visitors and received plenty of valuable feedback first-hand. The market is rebounding and demand for functional and eco-friendly products will remain high.”

Ms Snowden Shi, General Manager, The Movement China Ltd, the Netherlands

“We facilitated exports of over USD 15 billion of Indian cotton textiles last year to more than 150 countries around the world. China has been our biggest market over the past few years. Yarn Expo was an opportunity to regain the market share lost during the pandemic by building old relationships and forming new ones, which is why we came here with 46 companies. There is no other platform that can match up to this fair’s sheer magnitude, and they’re among the world’s best. Visitors are especially looking for recycled yarns, and also sustainable fabrics.”

Mr Murali Balkrishna, Joint Director, The Cotton Textiles Export Promotion Council (TEXPROCIL), India

“It was our first time participating at Yarn Expo, and we saw its global impact. We hope to get more overseas orders by leveraging the fair’s established capability for resource integration and industry cohesion. In addition to meeting customers from Eastern China, our main market, we also met many new customers from Japan and Vietnam, who have higher purchasing intentions. Our latest eco-friendly functional yarns and dyed cotton yarns were highly regarded. Understanding current needs from different regions was very rewarding.”

Mr Xiangou Liu, Head of Foreign Trade Dept., Huicai Textile Technology Co., Ltd, China

“In the near future, traditional petroleum-based fibres will gradually be replaced by new bio-based fibres that are green and biodegradable. In addition to gaining recognition for our company, Yarn Expo Autumn 2023 has also allowed us to see the green innovations that fellow industry players have developed. The hall was categorised into zones, making it very clear to fairgoers.”

Ms Kaifeng Xu, Vice General Manager, Anhui Huamao Textile Co., Ltd, China

“Yarn Expo brings us opportunities to meet new and old buyers, and definitely creates more business for us. We target customers worldwide, especially from China, Korea, Philippines, Malaysia, and South America. This show is very important for us to make connections with buyers in China and Asia, who will export our products worldwide. Our brand is already established, and buyers who see our booth are eager for in-person discussions, which is crucial to gain trust in business.”

Mr Dinh Nguyen Khanh, Vice Director, Phu Group, Vietnam

Visitors' feedback

"I've been to this fair around eight times. Post-pandemic you can see the improvement already. Face-to-face connections are very important in this business, and exhibitors are very happy to see their visitors again. The awareness for sustainability is increasing. I am here to source and sell eco-friendly products, promoting organic, regenerative cotton, and also looking for recycled yarns and fibres. We use this platform to make connections, and I will most likely be back here in spring."

Mr Henning Hammer, Managing Director, Otto Stadlander GmbH, Germany

"It's good to be back after the pandemic, I see more potential suppliers and many visitors. Sustainable and biodegradable products are my main concern this year, because most of our buyers are looking for these kinds of products, to supply to European and US apparel brands. Especially plentiful here are recycled yarns and fibres. I have visited many exhibitions, but I think Yarn Expo is one of the best platforms to source yarns, learn about new trends, and to meet many suppliers in one place, which is a big time and money saver."

Mr Mani Kant, Director, Bishnu Texport Pvt. Ltd, India

Speaker's insight

"The forum was a great way to share real-life challenges, and have a deeper discussion with industry experts. As Asia's largest industry fair, Yarn Expo magnifies these insights. With the increasing importance of eco-certification in the international market, enterprises are adapting to increase their global competitiveness. In addition, certification promotes suppliers' green concepts. It encourages sustainable upgrades to all of the upstream and downstream links in the yarn production process."

Mr Ning Liu, Intellectual Property Manager, Suzhou Jiahai Special Fiber Co., Ltd, China

Yarn Expo Autumn was held concurrently with Intertextile Shanghai Apparel Fabrics – Autumn Edition, CHIC, and PH Value. Yarn Expo Autumn is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. For more details, please visit: www.yarn-expo-autumn.com.

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Note to editors:

Upcoming shows:

Intertextile Shenzhen Apparel Fabrics / Yarn Expo Shenzhen

6 – 8 November 2023, Shenzhen

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring

6 – 8 March 2024, Shanghai

Yarn Expo Autumn
Shanghai, China, 28 – 30 August 2023

Further press information & picture material

<https://yarn-expo-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

Newsroom

Texpertise, the textile business network

Yarn Expo Autumn is part of Texpertise, the textile business network.

The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world.

With more than 50 international textile trade fairs in 11 countries, Messe Frankfurt is the global market leader for textile trade fairs. Texpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies.

In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Texpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change. Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris.

For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

www.texpertise-network.com

www.linkedin.com/showcase/texpertise-network

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. For more information, please visit our website at: 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). For more information, please visit our website at: www.messefrankfurt.com