

# Press

November 2017

## Final Report

Yarn Expo Autumn 2017

National Exhibition and Convention Center (Shanghai)  
Shanghai, China, 11 – 13 October

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## **Yarn Expo Autumn proves itself as the global industry's leading sourcing platform with record-breaking exhibitor and visitor numbers**

While Shanghai's weather began cooling down in October, the textile market, and the yarn and fibre sector in particular, was heating up as suppliers and buyers from around the world gathered at Yarn Expo Autumn for three days of sourcing and business opportunities. The yarn and fibre sector's leading global event continues to be praised by the industry as an effective sourcing platform, meaning that its size and popularity keep growing every year. This year, the exhibition space expanded by 115%, accommodating 493 exhibitors from 13 countries and regions – itself a 55% increase compared to 2016. Given its reputation throughout the global industry, the three-day show from 11 – 13 October attracted 17,185 trade visitors from 84 countries and regions, reaching a record high (2016: 11,832, 77 countries and regions).

Speaking about the continuous success of the fair, Senior General Manager of Messe Frankfurt (HK) Ltd, Ms Wendy Wen explained: "We have been striving to make Yarn Expo the most comprehensive and effective global trade platform by bringing a wide range of quality suppliers together. As the market grows steadily every year, our show has now become the must-attend event for the industry."

Both exhibitors and buyers agreed that Yarn Expo is the ideal platform for business, with most of them also showing optimism towards the market in the coming year. On the one hand, suppliers were happy to see that there is strong demand for their products at the show. And not only could they connect with existing customers, but new buyers as well. On the other hand, buyers were content about their sourcing journey considering the fair offered a wide range of products with high quality and competitive price.

## **Exhibitor opinions**

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

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

“The first two days were busy for us as many visitors came to our booth. Some of them even placed orders onsite. This is one of the biggest yarn fairs in the world so we expect to meet both Chinese and overseas customers here. The market in Asia and China is booming compared to other parts of the world, so there is big potential for our company to develop here.”

**Mr Jong Soo Chang, Junior Manager, Posco Daewoo Corp., Korea**

“We are cotton spinners with two mills in Uzbekistan. We have already met a number of our target buyers in the first day, so we have actually made some progress already. They are interested in cotton yarn from Uzbekistan as it is attractive in terms of price and quality. Yarn Expo is the only exhibition that we chose because it is one of the largest yarn shows in the world.”

**Mr Cuu Do Xuan, Marketing Director, Hanam Textile Company, Vietnam**

“We have attended this exhibition for many years. We have already received 15 orders during the first day. The fair is very good for us as we can meet new customers every time.”

**Mr Su Bo, Vice General Manager, Yiwu Huading Nylon Co Ltd, China**

“The market is showing positive feedback to us this year as we have met a lot of visitors and successfully received onsite orders. We rarely join other exhibitions except Yarn Expo. Here we can meet high-end domestic and overseas customers. Yarn Expo helps us to expand our sales channels and learn about current market demand. The show also connects the entire industry and facilitates our business.”

**Mr Ketan Shah, Marketing Head (Brands & Retail), Indo Liberty Textiles, Indonesia**

“I have met a couple of potential customers that have shown interest in our products. Most of the buyers that came to us are new ones. They are professional with clear objectives in mind. This fair is an ideal platform for us to open up the Chinese market as we can meet many buyers from all over China.”

**Ms Ye Yan Fang, Planning Department Supervisor, Highsun Group, China**

“We have successfully built up our brand image in the previous edition of Yarn Expo and will start to promote our products this year. Our expectations have been met because the number of visitors is satisfying. We are also satisfied with our participation as the overseas visitors are of high quality. Most of them intend to place orders, and some even placed orders on the spot. Yarn Expo is a crucial exhibition for the industry because Shanghai is the centre of China’s textile industry. It gathers most if not all of the leading companies in China.”

**Mr Peter Dong, Marketing Director, Aditya Birla Group, China**

“We’ve managed to connect with our target customers this edition, and some of them are even new to us. A lot of fabrics and apparel companies visited our booth and wanted to know more about our fibres.

Our products are eco-friendly and differentiated, so there is big potential for them in China."

**Mr Tan Choon Heoi, Sales Manager, Rubberflex Sdn Bhd, Malaysia**

"We used to participate in textile machinery exhibitions, but this time we wanted to take advantage of Yarn Expo to promote our brand further in China. So far, I am satisfied with the visitor flow. The fair provides an opportunity for us to connect with the factories directly."

**Mr Yuen He Lu, Representative, Shandong Ruyi Technology Group Co Ltd, China**

"We have been a long term supporter of the fair. This is the occasion where most of the industry players gather and showcase every year. Being one of the leaders of the industry, this is the must-go event for us."

**Visitor opinions**

**Mr Ragheed Abbas, Sales Manager, TIBA Co. For Agencies (S.A.E.), Egypt**

"This is one of the most famous yarn exhibitions in Asia that I must attend. The Chinese suppliers here are really attractive to me as they suit my requirements. There is a wide range of options that are in good quality, reasonably priced and innovative. I have met some potential exhibitors that I am likely to place some orders with after the show."

**Mr Ricardo J. Fischer, Textile Agent, Argentina**

"I had the opportunity to meet some good suppliers from Indonesia, India and Vietnam. The show is comprehensive with different kinds of products including cotton yarns and specialty yarns available. I came here to search for new suppliers for long term business, and it is definitely helpful."

**Mr Andy Chu Sun Wah, Representative, World Knits Ltd, Mauritius**

"Each time we come, we find around 10 new suppliers and eventually manage to have further cooperation with around four of them. I can tell you that this show helps us a lot. The manufacturers here are diverse and they show us great ideas on innovative production. The show always meets my expectations. We've also been to the trend area and it's very fruitful. This is a five-star visit."

**Ms Michelle Niu, Representative, Jining Boda Textile Co Ltd, China**

"Yarn Expo has long been the most professional trade exhibition in China. It is the only occasion where you can find quality overseas yarn suppliers. The show satisfied my demand as I met some competitive suppliers from Vietnam and Indonesia. Most of the companies that I met are manufacturers instead of trading companies or agents. The trend area also benefits our product design and development."

**Mr Leslie ZHANG, Representative, Kinger (Hong Kong) Limited, Hong Kong**

"Yarn Expo is one of the biggest shows in the world and I have visited it more than 10 times. It is useful in helping me to source suitable raw materials and quality suppliers. I notice that there are more products

made of graphene this year and this can be a potential business."

Yarn Expo Autumn is organised by Messe Frankfurt (HK) Ltd; The Sub-Council of Textile Industry, CCPIT; China Cotton Textile Association; China Wool Textile Association; China Chemical Fiber Association; China Bast & Leaf Fibres Textiles Association; and China Textile Information Centre.

The next Spring Edition of Yarn Expo will be held from 14 – 16 March 2018. It will take place in the National Exhibition and Convention Center (Shanghai).

For further information, please visit: [www.yarn-expo-autumn.com](http://www.yarn-expo-autumn.com). To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texperience-network.messefrankfurt.com>.

Pictures from the fair can be downloaded here:

[http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/yarn\\_expo\\_autumn/media.html](http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/yarn_expo_autumn/media.html)

#### **Further press information & picture material**

[http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/yarn\\_expo\\_autumn/news.html](http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/yarn_expo_autumn/news.html)

#### **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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)