

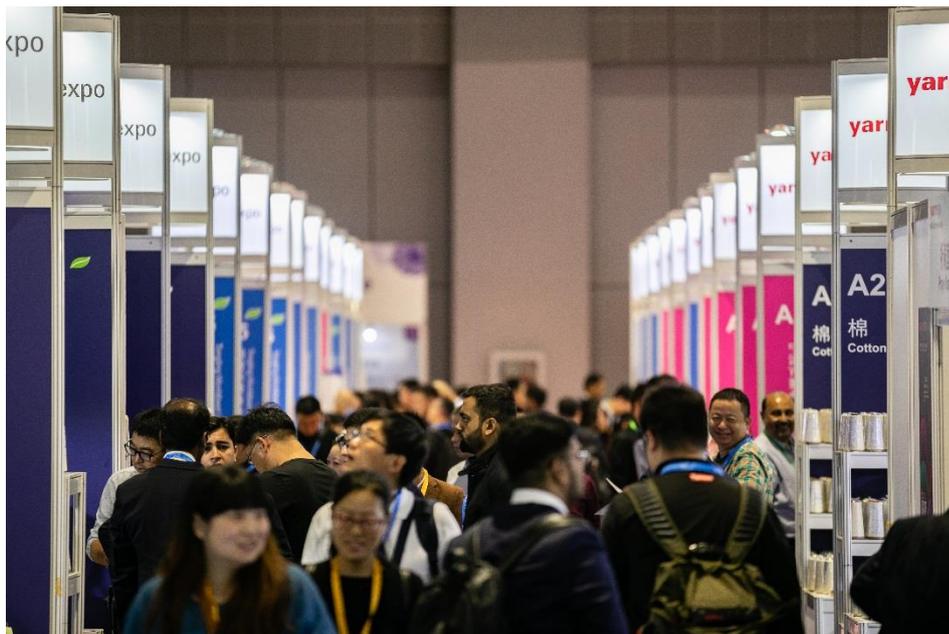
Press release

May 2019

Yarn Expo exhibitors offer a sustainable, traceable starting point for fashion brands

Emily Peddle
Tel +852 2238 9970
emily.peddle@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.intertextileapparel.com
YEA19 PR1 en

In recent editions of Yarn Expo, new opportunities have been presenting themselves as demand for transparency in the textile supply chain increases. At Yarn Expo Spring 2019, three highlighted exhibitors were selected for in-depth case studies: Birla Cellulose (China), Cotton Council International (USA) and Safilin (France). Each exhibitor gave their opinion on shifting sourcing trends, what needs to be done to achieve sustainability in the textile industry, and how they found entry points into new markets at Yarn Expo.



New business potential can be found in every aisle of Yarn Expo

The next edition of the fair, Yarn Expo Autumn 2019, will take place at the earlier date of 25 – 27 September at the National Exhibition and Convention Centre (Shanghai). With positive feedback from exhibitors on the quality of trade buyers at Yarn Expo Spring 2019, and satisfied buyers reporting a diverse variety of products that met their sourcing needs and trends, the Yarn Expo case studies are a valuable insight into the fair's success stories.

A visible supply chain for concerned consumers

A common theme across each case study conducted in March was the rise in consumer demand for sustainability and transparency, and the

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

consequent ripples all the way through the industry. Mr Manohar Samuel, Senior President of Marketing & Business Development at Grasim Industries Ltd (of the Aditya Birla Group), observed, “A spinner cannot be sustainable by themselves. We see it as B2B2C. All of us face the common consumer, because the entire textile supply chain is now visible to the consumer. Creating an environmentally-friendly product begins with the fibre, and brands are increasingly recognising this.”

Cotton Council International (CCI) gave a similar viewpoint, noting why trade buyers from further along the supply chain are sourcing directly from yarn & fibre suppliers. CCI represent US cotton farmers overseas, and describe the US cotton industry as “one entity” with reliable quality, due to strict national standards. Ms Karin Malmström, Director of CCI China & Northeast Asia, expressed, “Our partners are hearing clear messages from their customers. They are demanding traceability. So the beautiful advantage of using traceable cotton is that it’s easier for the brands and retailers to do their due diligence, by starting right from the origin.”

By exhibiting at Yarn Expo, the companies positioned themselves in the ideal place to attract a wider variety of trade buyers looking to improve their traceability. Safilin is a company with such rooted heritage that they can point customers to the exact fields that grew the flax for their linen. Mr Herve Denoyelle, Business Development Manager of Safilin, noted, “Usually, when you are a spinner, your customers are weavers. Today that is changing. We are getting enquiries directly from brands who want to learn more about improving their carbon footprint. It’s very interesting. We are meeting a variety of trade buyers at Yarn Expo, it’s very diverse here.”

Sustainable solutions that make sense for business

The exhibitors noted the other benefits that come for companies sourcing directly from yarn and fibre companies. These include access to innovative yarns and fibres that ultimately offer product differentiation. What’s more, sourcing higher quality yarns and fibres reduces the risk of costly production problems such as breakage, while creating a product that commands higher premiums at retail. Ms Malmström explained, “We are exhibiting at Yarn Expo because it’s the beginning of the supply chain. If you don’t get it right at the beginning, you’ll never get it right at the end. Your finished product is as good as the material you put into it. It’s that simple!”

To read the three full case studies, as well as interviews with more companies like Sinterama, Novetex and Indorama, please visit: <https://yarn-expo-spring.hk.messefrankfurt.com/shanghai/en/press.html#featured-content>.

First ever Yarn Expo Media Tour

The show’s success in March was in part reflected by the fair’s 9% increase in visitor numbers, which suggested greater recognition of the Yarn Expo brand as a prime sourcing location amongst global trade

Yarn Expo Autumn 2019
Shanghai, China, 25 – 27 September

buyers. As well as this, the fair enjoyed its first ever Media Tour, inviting textile industry media to meet with highlighted exhibitors from a range of product categories. The increased media attention was evidence of both the fair's growth and the suppliers' growing role in the textile industry's continuously adapting sourcing trends.

To read the Yarn Expo Spring 2019 show review report, please visit:

https://yarn-expo-spring.hk.messefrankfurt.com/content/dam/messefrankfurt-redaktion/yarn_expo_spring/download/yes19/YES19_210x280_review%20report_web.pdf.

Yarn Expo is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. Yarn Expo Autumn 2019 will be held concurrently with the 25th Autumn Edition of Intertextile Shanghai Apparel Fabrics, as well as CHIC and PH Value. For more details on the upcoming fair, please visit: <https://yarn-expo-autumn.hk.messefrankfurt.com>.

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

-end-

Notes to editors:

Download press material

<https://yarn-expo-autumn.hk.messefrankfurt.com/shanghai/en/press/press-releases/2019/YEA19-PR1.html#download>

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 2,500* employees at 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018