

Press release

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Yarn Expo Autumn returns in September 2020 to support industry rebound and growth

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After hosting a record breaking 543 exhibitors from 14 countries and regions, along with over 19,000 visitors from 93 countries and regions in 2019, Yarn Expo Autumn will return to Shanghai from 23 – 25 September 2020. Known within the industry as the leading fair for accessing the promising Chinese and Asian markets, the 2020 autumn edition will provide the perfect platform to help the industry rebound and recover from the worldwide COVID-19 disruption. The fair is expected to occupy 26,000 sqm of exhibition space at the National Exhibition and Convention Center in Shanghai.



Unravel the business potential at Yarn Expo Autumn 2020

When commenting on the upcoming fair and its benefits for the industry, Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) said: “The coronavirus pandemic has forced the industry to face unprecedented challenges and whilst a full recovery will take time, businesses around the world are already looking ahead to actively seek ways to prompt a market rebound.” She continued: “This autumn’s edition of Yarn Expo is therefore as vital as ever for the industry and its global supply chains. The fair offers a platform to help companies reconnect whilst supplying access to the rebounding market. With its extensive experience and understanding of the industry, Yarn Expo is in a strong position to support the overall recovery of the yarn and fibre

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sector.”

An abundance of business opportunities and products to explore

Yarn Expo Autumn has always provided fairgoers with a comprehensive outlook on the market themes and this year will be no exception. Trending eco-friendly and innovative products will be showcased amongst a diverse range of high-quality yarns and fibres, all under one roof.

By exhibiting at the show, companies position themselves in the heart of the ever-growing Chinese and Asian markets. Identifying the potential in the region, Mr Donatas Čerkevičius, Commercial Director of Naturalus Pluostas, Lithuania said: “Yarn Expo is the best place to meet professionals from spinning mills, trade buyers and even designers who come here to see trending textures and colours. That’s why we decided to participate, here in China, because we know that the Chinese textile industry is huge, and a very big market for hemp fibres. And lots of companies from Asia exhibit or visit here, so it’s everybody in one place, in one go.”

What’s more, exhibitors frequently note the international opportunities the fair offers to those aiming to broaden their market reach. Ms Emily Chiang from the marketing department of Tung Ho Textiles, Taiwan, spoke about how their innovative, functional products from Taiwan attracted a large, international audience at Yarn Expo Autumn. “We were able to meet buyers from different countries and regions. For example, from Thailand, India, China of course, Hong Kong and Korea. We would never have previously contacted clients from Thailand, so this has provided a big chance for us and widened our market strategy.”

Meanwhile, for buyers, an efficient and easy sourcing process is key. With its diverse range of products, visitors can source for all of their needs in one place – a common selling point observed by buyers. Ms Bonnie Chan, Manager of Raw Materials, Pacific Textiles, Hong Kong explained how the fair is a ‘must attend’ show for them every year: “We collaborate with a lot of fashion brands like Uniqlo, Anta and Fila. The fair has a significant influence on our company’s business strategy. I can find whatever product I want here”. She also noted the benefits of the dedicated product zones: “We are also very happy to see the new Fancy Yarn Vision display area, which is very handy for us to efficiently find good quality fancy yarn exhibitors.”

Along with efficiency, buyers also appreciate the high quality level of products available and rely on the fair as a source to access the newest industry trends and technologies. Recognising the quality and quantity of Yarn Expo Autumn after attending the fair for the last six years, Mr Rajiv Srivastava, Manager, Neman Brothers & Assoc, the US observed: “What I like most about this show is that the suppliers display all kinds of products and are always keeping up with industry trends. This show is way beyond a sourcing channel – it’s more like a stage for high-quality products and innovative concepts. It gathers everybody in one place which is effective.”

Fringe programme adds extra value to the fair

Once again, the extensive fringe programme and dedicated product zones will be on offer, enriching the experience for fairgoers. Market trends and information will be shared in forums such as the China Fibre Fashion Trends and seminar which will dive deep into the Chinese market. Meanwhile, the Fancy Yarn Vision zone will return amongst others, following its popularity in the previous edition. The area will gather creative fancy yarn and downstream application products to display the latest innovations from fancy yarn exhibitors.

Yarn Expo Autumn 2020 will be held concurrently with Intertextile Shanghai Apparel Fabrics – Autumn Edition, PH Value and CHIC, providing a concentrated overview of the latest trends and developments in the sector, all in one place. Yarn Expo is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. 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>.

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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

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* preliminary figures 2019

Yarn Expo Autumn 2020
Shanghai, China, 23 – 25 September