yarnexpo

China International Trade Fair for Fibres and Yarns
中國國際紡織紗線 (秋冬) 展覽會

25 – 27 September 2019
National Exhibition and Convention Center (Shanghai)
China
Sign up today to access the global yarn & fibre market!

Yarn Expo is a leading platform where exhibitors can capture not only the China market, but also the overseas market, with a record-breaking 19,000+ buyers from 75 countries & regions at last year’s edition.

Are you ready for this fast-growing market?

**Continuous growth in demand**
From January – October 2018, China imported 301,247 tonnes of synthetic yarn (up 4% from January - October 2017). Yarn Expo offers a springboard for overseas exhibitors to capture China’s textile industry potential, and its comprehensive range also attracts buyers from the wider Asia-Pacific region and further abroad.

**Extensive product range**
Whatever your product, Yarn Expo has the right place to display it to your target buyers. The fair represents a wide range of yarns & fibres, including eco- and carbon fibres, attracting buyers with diverse natures. Don’t miss this unique chance to impress the global and domestic market.

**Meet new sourcing trends**
As consumers are increasingly looking for innovation and sustainability in their purchases, leading fashion brands are beginning to source at the yarn & fibre stage as well. Past visiting brands include Adidas, Ralph Lauren and Zara.

**Access the entire supply chain**
Yarn Expo is held concurrently with well-established events that gather the entire industry’s players under one roof, meaning an even wider variety of buyers can be met during the show.

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2019 fair highlights

**Overseas pavilions and zones**
- Birla Satellite
- India Pavilion
- Pakistan Zone

**Domestic zones**
- Colourful Chemical Fibre Zone
- Fancy Yarn Zone – don’t miss this fast-growing zone
- Green Linen Zone
- Natural Cotton Zone
- Quality Wool Zone

**Product groups**
**Fibres:**
- Natural
- Man-made
- Specialty
- Elastic, fancy, knitting

**Yarns:**
- Natural & blends
- Man-made & blends
- Specialty
2018 visitor profile

Over 19,000 visitors from 75 countries & regions

10.6% from 2017

Over 94% of buyers had partial or full responsibility for purchasing decisions
Over 95% of buyers ranked Yarn Expo in their top two most important fairs for sourcing

Top 5 visitor countries and regions (excluding Mainland China)

1. Korea  2. India  3. Hong Kong  4. Pakistan  5. Taiwan

Overseas VIP buyers

![VIP logos]

Domestic VIP buyers

![VIP logos]

and many more...

Visitor feedback

We source 80% of our yarns from China because the price is very competitive, the quality is equally very good and the service is great. I have been to Yarn Expo nine times. This year we are buying different kinds of yarns such as polyester and nylon, and we already placed many orders on the first day. I stick to Yarn Expo because in my opinion this is the biggest and best purchasing platform for yarn in the world.

Fawzi Haffar, Managing Director, Lemantech Import & Export, United Kingdom

I attend Yarn Expo every year. This is an international exhibition with a good reputation in the textile yarn industry. Exhibitors and 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.

Chen Zhanfeng, Purchasing Manager, Zhejiang Xinhai Textiles, China
2018 exhibitor profile

More than 500 exhibitors from 14 countries & regions

Over 95% of exhibitors would consider returning

Over 90% of exhibitors built new client relationships

Leading exhibitors at the fair

Chemical fibres

Cotton yarn

Linen yarn

Fancy yarn

Wool

Exhibitor testimonials

Yarn Expo attracts many Chinese buyers but people from all over the world also come here. It’s important for anybody in yarn to be here, as the fair reflects market demand. Yarn Expo is the main fair for our exhibitors to invest in, it’s the only fair in China that we attend. We see a lot of potential growth in China.

Dr Siddhartha Rajagopal, Executive Director, Texprocil

Our company has attended Yarn Expo many times and has achieved good results each time. This fair increases our brand exposure, and we will also invite many of our customers in advance to visit our booth and discuss potential business. In addition to domestic buyers, there are also many overseas buyers visiting our booth, from countries like Vietnam, Argentina and Brazil.

Hu Xiuyin, Director of International Marketing Center, Shandong Ruyi Technology Group, China
Enjoy worldwide exposure and publicity

Advertisements & press releases

40+ overseas media

48,000+
Trade visitors

Overseas
(72+ countries and regions)

Direct marketing

Direct e-mailing
Telemarketing

Online marketing

Social media

Advertisements & press releases

60+ Chinese media

310,000+
Trade visitors

Chinese
(26+ regions)

Direct marketing

SMS broadcasts
Direct e-mailing
Telemarketing

Take advantage of the fair’s database for **all-year-round promotion** with a wide variety of target audiences.

**More business opportunities**

Join the Business Matching Programme to secure pre-arranged meetings with VIP buyers from China and overseas.
Pre-show schedule 2019

- March – onwards: Booth application & preparation
- Early bird deadline: 31 May
- June – July: Preparations & promotion
- Booth allocation & logistics
- 25 – 27 September: Fair opens

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www.yarn-expo-autumn.com
Contact us now to reserve a booth!