yarnexpo

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

23 – 25 September 2020
National Exhibition and Convention Center (Shanghai)
China
Exhibit in Asia’s sourcing hub for yarns and fibres!

With 15 years of development, Yarn Expo has become Asia’s prime trade marketplace in the industry. Offering a full spectrum of yarn and fibre products that reflect industry trends, this fast-developing show attracts high-quality buyers from China and around the world.

Meet key decision makers in the world’s largest yarn and fibre market

China is the largest importer and consumer for yarns and fibres. From January to October 2019, China imported 1.58 million tonnes of cotton, up 28% from 2018. India, Uzbekistan and Vietnam are China’s top three cotton yarn importing countries. Meanwhile, China’s imports of synthetic fibres recorded a 10% growth. Viscose and polyester staple fibres represented 23% and 20% of the total imports respectively. In addition, recycled polyester imports continue to grow, and there is rising interest in innovative and sustainable raw materials.

Source: General Administration of Customs of the PRC, China Cotton Textile Association, China Chemical Fibres Association

Join Yarn Expo to maximise your product exposure

Five major product categories cater to trends and attract a wide market:

- Cotton
- Wool
- Synthetic
- Functional
- Fancy

With three concurrent events, potential buyers from the entire supply chain can be found under one roof:

Focused areas to enhance the exhibitors’ results:

Overseas zones
- India Pavilion
- Pakistan Zone
- Birla Satellite

Domestic zones
- Colourful Chemical Fibre Zone
- Fancy Yarn Zone
- Green Linen Zone
- Natural Cotton Zone
- Quality Wool Zone

Intertextile Shanghai Apparel Fabrics CHIC 2020 MARCH EDITION PH Value
Exhibitor profile

93% of exhibitors would consider returning to the next edition
80% of exhibitors ranked Yarn Expo within the top three fairs in the industry

A record-breaking **543 exhibitors**
from **14 countries & regions** (2019)

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**Scan the QR codes to review the 2019 exhibitor list and successful stories**

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**Exhibiting countries and regions**
China, Hong Kong, India, Indonesia, Korea, Lithuania, Nepal, Pakistan, Singapore, Taiwan, Turkey, USA, Uzbekistan, Vietnam

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Exhibitor feedback

Yarn Expo is growing larger and becoming more international each year. Our exhibitors have met visitors from Korea, Egypt and Europe. Some visitors are placing orders onsite – so far, we have recorded 40 onsite orders at the India Pavilion. We have observed buyers with higher demand for regenerated yarns, and buyers pursuing products with higher quality as well as sustainability. It is essential for us to exhibit at both editions each year to maintain our business.

*Mr Ravindranathan Narayanasamy, Director, The Cotton Textiles Export Promotion Council (TEXPROCIL), India*

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The fair is well organised, there are lots of great manufacturers here who already have a good knowledge of hemp fibres. The Yarn Expo team has provided a lot of good coverage and we have met professionals enquiring about hemp fibres. We have met a lot of very professional visitors. This has exceeded our expectations, it’s been a great experience.

*Mr Donatas Cerkevicius, Commercial Director, Naturalus Pluostas, Lithuania*
Visitor profile

Top 15 visiting countries and regions


19,155 visitors from 93 countries & regions

Breakdown of sourcing interest by product category*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton</td>
<td>66%</td>
</tr>
<tr>
<td>Synthetic</td>
<td>52%</td>
</tr>
<tr>
<td>Regenerated</td>
<td>44%</td>
</tr>
<tr>
<td>Wool</td>
<td>38%</td>
</tr>
<tr>
<td>Elastic</td>
<td>38%</td>
</tr>
<tr>
<td>Flax / Ramie</td>
<td>34%</td>
</tr>
<tr>
<td>Specialty</td>
<td>33%</td>
</tr>
<tr>
<td>Silk</td>
<td>32%</td>
</tr>
<tr>
<td>Fancy</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

*The total % is over 100 due to multiple selections

Breakdown of visitors by nature of business*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer – woven fabrics</td>
<td>35%</td>
</tr>
<tr>
<td>Manufacturer – knitted fabrics</td>
<td>33%</td>
</tr>
<tr>
<td>Garment &amp; accessories manufacturer</td>
<td>28%</td>
</tr>
<tr>
<td>Import &amp; export corporation</td>
<td>22%</td>
</tr>
<tr>
<td>Accessories</td>
<td>20%</td>
</tr>
<tr>
<td>Fibre / Yarn producer</td>
<td>18%</td>
</tr>
<tr>
<td>Manufacturer – knitwear</td>
<td>18%</td>
</tr>
<tr>
<td>Agent / Trading Company</td>
<td>18%</td>
</tr>
<tr>
<td>Manufacturer – home textiles</td>
<td>17%</td>
</tr>
<tr>
<td>Designer / Interior design</td>
<td>17%</td>
</tr>
<tr>
<td>Wholesaler / Distributor</td>
<td>12%</td>
</tr>
<tr>
<td>Manufacturer – technical textiles</td>
<td>12%</td>
</tr>
<tr>
<td>Manufacturer – hosiery &amp; socks</td>
<td>10%</td>
</tr>
<tr>
<td>e-Commerce</td>
<td>8%</td>
</tr>
<tr>
<td>Testing and certification</td>
<td>6%</td>
</tr>
<tr>
<td>Press &amp; publications</td>
<td>4%</td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
</tr>
</tbody>
</table>

*The total % is over 100 due to multiple selections

Visitors at Yarn Expo Autumn 2019

Visitor feedback

Yarn Expo serves as a platform for networking and partnership exploration. I come here to meet my existing suppliers as well as check out new potential partners. At this edition, I sought out around 30 potential suppliers that I am interested in, and I look forward to establishing business with them. We found more exhibitors here compared to other similar fairs.

Mr Marcin Kolasa, Product Development, Legs Sp. z o.o, Poland

What I like about this show the most is that the suppliers display all kinds of products, 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.

Mr Rajiv Srivastava, Manager, Neman Brothers & Assoc., USA

and many more...
Success beyond your booth

Advertisements & press releases

40+ overseas media

Overseas
(72+ countries and regions)

48,000+
Trade visitors

Advertisements & press releases

60+ Chinese media

Chinese
(26+ regions)

310,000+
Trade visitors

Direct marketing

Online marketing

Direct e-mailing

Telemarketing

Social media

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.

Broaden your exposure at Yarn Expo

- Press releases
- Content marketing
- Pre-show advertising on the show website, social media and supporting media
- e-Newsletters to buyers
- Personalised e-invitation cards

Onsite: join the fringe programme

- Trend forum: submit samples to bring buyers to your booth
- Seminars: a stage to share your latest innovation
- Fashion show: attracts and inspires genuine buyers
- Business matching programme: tailor-made appointments with VIP buyers

Sponsorship

Take advantage of sponsorship opportunities, with high-traffic advertising spaces available throughout the fairground.
Pre-show schedule

Booth application & preparation
March – onwards

Early bird offer deadline
31 May

Preparation & promotion
June – July

Booth allocation
August

Fair dates
23 – 25 September

Product groups

1. Fibres
   - Natural fibres (cotton, wool, silk & flax / ramie)
   - Man-made fibres (regenerated & synthetic)
   - Specialty fibres

2. Yarns
   - Natural & blended yarns (cotton, wool, silk & linen / ramie)
   - Man-made & blended yarns (regenerated & synthetic)
   - Elastic yarns
   - Fancy yarns
   - Knitting yarns
   - Specialty yarns

3. Computer related services

4. Quality assurance

5. Press & publications

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