

# yarnexpo

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

## 2020 Show Review Report

Official website



messe frankfurt

# Yarn Expo – the non-stop raw material engine that drives the Asian textile industry during the pandemic

## Exhibitor profile

**419** exhibitors from **6** countries and regions participated in Yarn Expo Autumn 2020 which provided the industry with a comprehensive and valuable yarn and fibre business platform amid the pandemic. The fair helped businesses reconnect and prepared the industry to re-energise in the coming year.

★ **97%** of exhibitors said they would consider participating in the next edition.

★ **94%** of exhibitors said they would recommend Yarn Expo to industry peers.

## Exhibitors recognised Yarn Expo as being exceptionally beneficial during the pandemic

"Although we were still able to use different digital tools to stay connected with our buyers during the pandemic, the effectiveness can never be compared to being at a physical fair. Physical fairs allow us to have face-to-face discussions and it's more effective if our buyers can feel and touch the products. Therefore, Yarn Expo opening as scheduled will definitely help the recovery of the industry as we can finally get to understand the market needs directly, while the market can also have direct access to our products."

**Mr Wan Jingyue, Sales Manager,  
HI-Tech Fiber Group, China**

"The Covid-19 pandemic has elevated the demand for sustainable and antibacterial products, so our green fibres and newly developed antibacterial socks and towels are our highlighted products at this year's fair. This year's Yarn Expo is an effective platform to capture the opportunities in the domestic market. Opening the fair as scheduled will help companies and the overall industry to recover from the Covid-19 disruption, as well as to reconnect with the market."

**Ms Sophia Zhou, Sales Manager of Imp & Exp Co, Hmei Thread Co. Ltd of Yibin  
Sichuan, China**

## Renowned exhibitors from various product categories joined the show

### Cotton yarn



### Chemical fibres



### Other fibres and yarns (regenerated fibres / recycled yarns / synthetic fibres & yarns / wool / elastic yarns)







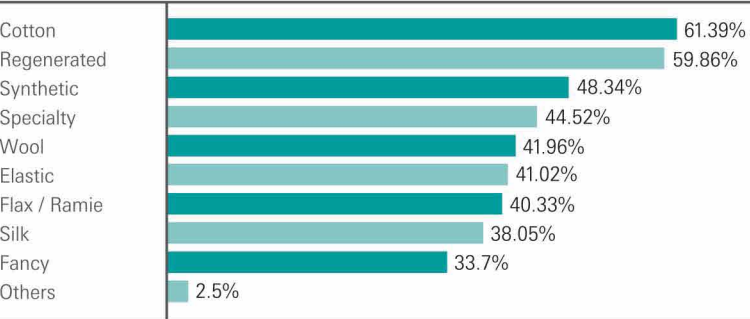
## Visitor profile

**15,707** visitors from **38** countries and regions attended the show

## Premium visitors

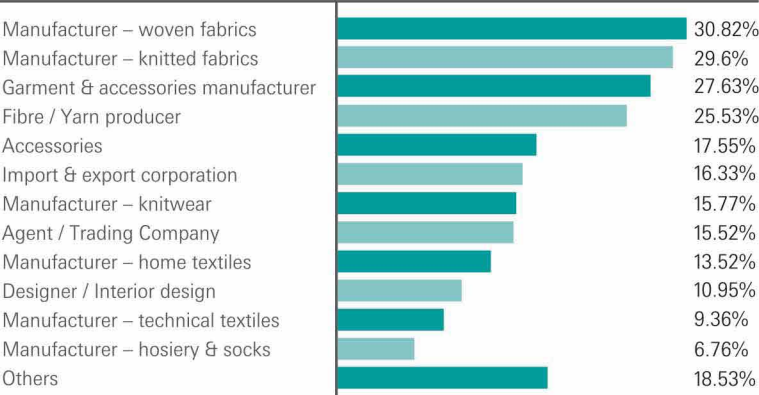


## Breakdown by sourcing interests\*



\*total percentage is over 100 because of multiple selections

## Breakdown by visitors' business nature\*



\*total percentage is over 100 because of multiple selections

## Fruitful in-person sourcing

"We always visit both editions of Yarn Expo to check out the new trends. This year, especially amid the pandemic, we really needed to be here to see how the textile industry is going to evolve. I've attended a few seminars and they were very inspiring. Last year, we purchased a seaweed fibre that I discovered during a seminar. I really prefer sourcing at a physical fair because it's much easier when I can meet suppliers face-to-face and touch the products to feel the quality. Yarn Expo is the most professional fair of its kind in China, so I'm very glad the autumn edition went ahead as planned. It's been an effective sourcing trip."

**Ms Maggie Lu, Sourcing Manager, Orkla Group Procurement Hub Shanghai, China**

"I'm mainly sourcing for functional fibres for our new product development. I was able to find some suitable suppliers at the fair and products that I was looking for. Yarn Expo is a regular event in the textile industry calendar that everyone attends because it always offers the most comprehensive sourcing options compared to other similar fairs."

**Ms Yolanda Wang, Senior Product Development Engineer, Personal Protective Equipment, Honeywell SPS, USA**



## Fringe events

Further ensuring Yarn Expo answered the current and future needs of the industry, a number of themed areas and events were featured at the fair.



China Fibre Fashion Trends Display Zone & New Fibre Horizon – Textile Material Innovation Forum and Product Launch Conference



China Knitted Fancy Yarn Trends Display Zone



## Thank you and see you in 2021!

**Yarn Expo Spring 2021**  
10 – 12 March 2021

**Yarn Expo Autumn 2021**  
25 – 27 August 2021

**Yarn Expo Shenzhen 2021**  
3 – 5 November 2021

**[www.yarnexpochina.com](http://www.yarnexpochina.com)**

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