

yarnexpo

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

25 – 27 August 2021

National Exhibition and Convention
Center (Shanghai)
China



messe frankfurt

Yarn Expo Autumn – a must-attend marketplace in 2021

While the pandemic has reshaped the global yarn and fibre market, it not only increases the importance of the global trading platform, **Yarn Expo**, but also makes it a must-attend event in 2021.

Trending materials

As a result of the pandemic, the popularity of yarns and fibres with antibacterial, conductive, breathable, stretchy, quick-drying and recycled features has significantly increased, as they continue to replace conventional materials.

Production relocation

Whilst some yarn manufacturing countries are still restricted by the pandemic and unpredictable outbreaks in 2021, numerous new orders for towels, bed sheets and other products have been shifted to China to guarantee timely deliveries.

Domestic demand

Periodic and large-scale online purchasing events initiated by Chinese online shopping portals have led to considerable growth in the domestic textile market.

Whole textile industry under one roof

Yarn Expo Autumn, a large-scale and industry-recognised event for yarns and fibres, encompasses the entire textile value chain in China with four concurrent events under one roof, providing quality face-to-face meetings and new business opportunities.

Concurrent events:

intertextile
SHANGHAI apparel fabrics

intertextile
SHANGHAI home textiles

CHIC



419 exhibitors from
6 countries & regions



26,000 sqm of exhibition space



15,707 visitors from
38 countries & regions



Exhibitor feedback



Our business has experienced growth amid the pandemic and we've brought a number of anti-bacterial products to the fair which have received positive feedback. Many visitors came to the fair to source and the turnout has been higher than I expected – we've already met with a number of potential customers. I think that **sustainability**, **functionality** and **anti-bacterial** products will continue to be key trends for the yarn and fibre market in the near future.



Mr Kent Wang, Sales Director, Shanghai Xinya New Material Technology Co Ltd, China

Multiple options to ensure your success



Physical trade fair

Participate in-person to meet with existing and potential clients

- Meet in-person with genuine buyers in the heart of China's apparel textile sourcing hub
- Enhance brand publicity by introducing your products at the well-attended trend display areas, seminar programmes and networking activities

- Showcase your products in dedicated feature zones to connect with target buyers
 - International pavilions and zones
 - Domestic product zones



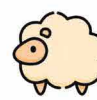
Colourful Chemical Fibre Zone



Natural Cotton Zone



Fancy and Specialty Yarn Zone



Quality Wool Zone



Green Linen Zone

Hybrid trade fair

Promote your products in innovative ways at the fair and stay connected

- Special display zone to let buyers touch and feel your products, and for you to present product leaflets
- Stationed staff will collect buyers' name cards for you to follow up
- Laptops or tablets will broadcast your brand and product videos

Value-adding digital marketing services

To maximise exhibitors' reach to worldwide buyers, Yarn Expo also offers value-adding digital marketing solutions **to both physical and hybrid exhibitors** to seamlessly connect you with **potential buyers** from the fair's database.



Online business matching programme

- All-in-one platform to connect with buyers from the Yarn Expo database
- Individual profile to showcase your products and business updates
- AI-driven: proactively recommend potential business matches
- Connect with your buyers using the instant messaging and video call functions
- Schedule onsite and online meetings



E-catalogue

- Available on the fair's official website a month before fair's opening
- Provide your contact details for potential buyers to connect with you prior to the show



Webinar promotion

- If you are holding your own webinar, Yarn Expo will help to promote it to our visitor database
- Webinar link will be shared in the fair's regular e-newsletters and on the official website
- Available for review after the event



Marketing and media support

- Share your latest products and innovations to Yarn Expo's worldwide database
- Direct e-mailing to 310,000+ Chinese trade buyers from 26+ regions and over 48,000+ trade visitors from 75+ countries and regions
- Press publicity to 60+ Chinese media and 40+ overseas media

**Book your booth
and hybrid package
now, to win back
business in 2021!**

yarn expo

Show schedule

Subject to change, as of February 2021

Booth application
& preparation

Booth allocation

Logistics arrangements

Business matching programme starts – create your online profile, proactively interact with potential buyers and schedule onsite or online meetings with them

February –
onwards

April – June

June – July

25 – 27
August

Preparation & promotion

- Submit your product information to the organiser to share via the fair's social media platforms, press releases and e-newsletters
- Enrol in the fair's sponsorship and advertisement package to maximise your brand publicity before and during the fair
- Apply to join fringe events

Show starts

Participate in fringe events such as seminars and trend displays, to attract new contacts beyond your booth

Fair facts

Date	25 – 27 August 2021
Opening hours	09:00 – 18:00
Venue	National Exhibition and Convention Center (Shanghai), China
Admission	Free-of-charge. Trade visitors only. Persons under 18 will not be admitted.
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Yarn Expo



www.yarn-expo-autumn.com

Contact us now to secure a booth!