



yarnexpo

China International Trade Fair for
Fibres and Yarns
中国国际纺织纱线(秋冬)展览会

29 – 31.8.2022

National Exhibition and Convention
Center (Shanghai), China

Grasp the global demand
at Asia's leading yarn &
fibre trade platform

www.yarnexpochina.com

Exhibit at the fibre and yarn trading hub and claim your share of the recovering market

According to the National Bureau of Statistics, from January to June 2021, the sales of garments, shoes, hats, knitting textiles in China increased by **33.7%** year-on-year while online sales in apparel and hat categories increased by **24.1%**, revealing a gradual recovery in **major end-use markets**. Moreover, **steady domestic demand, re-shoring orders and overloaded manufacturing capacity** are driving imports from overseas suppliers to China. From January to October 2021, **cotton yarn** imports rose by **17.6%** year-on-year. In addition, imports of functional fibres and yarns have increased **5.2%** year-on-year on **elastic yarns** in 2020.

Yarn Expo is recognised as one of the largest and most comprehensive trade fairs for fibres and yarns in Asia, as well as an efficient platform for showcasing textile innovations and market information exchange. Apply to reserve your booth at Yarn Expo Autumn 2022 to explore potential opportunities in the steadily recovering Asian market.

Figures from Yarn Expo Autumn 2021



27,000 sqm
of exhibition space



429 exhibitors from
7 countries / regions



13,000+ visitors from
28 countries / regions

Product groups

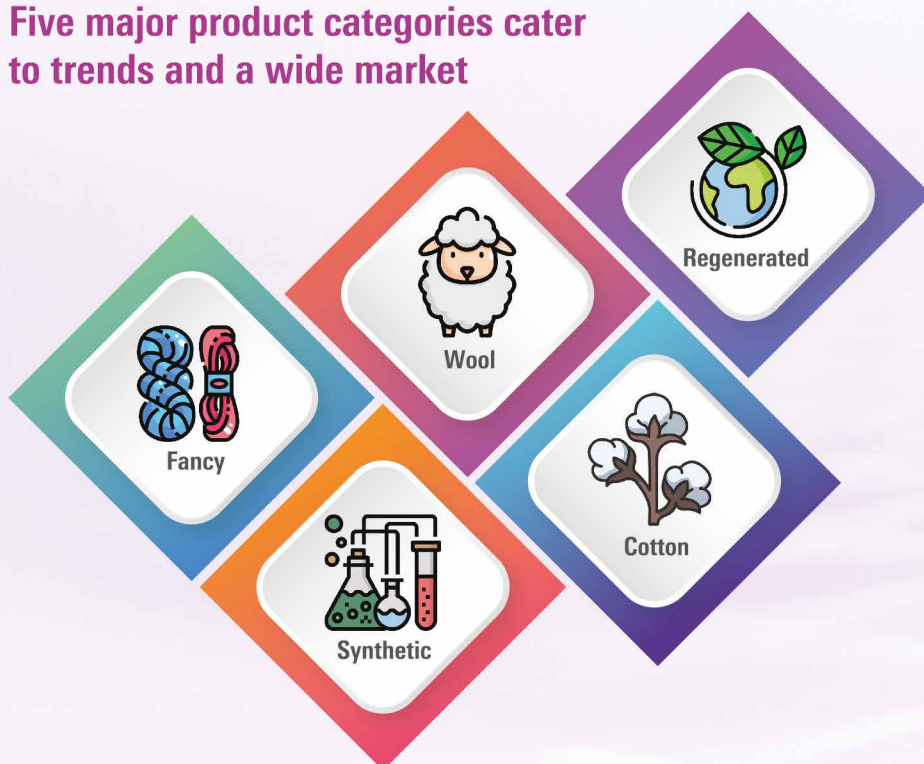
Fibres

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

Yarns

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

Five major product categories cater to trends and a wide market



Exhibitor's experience

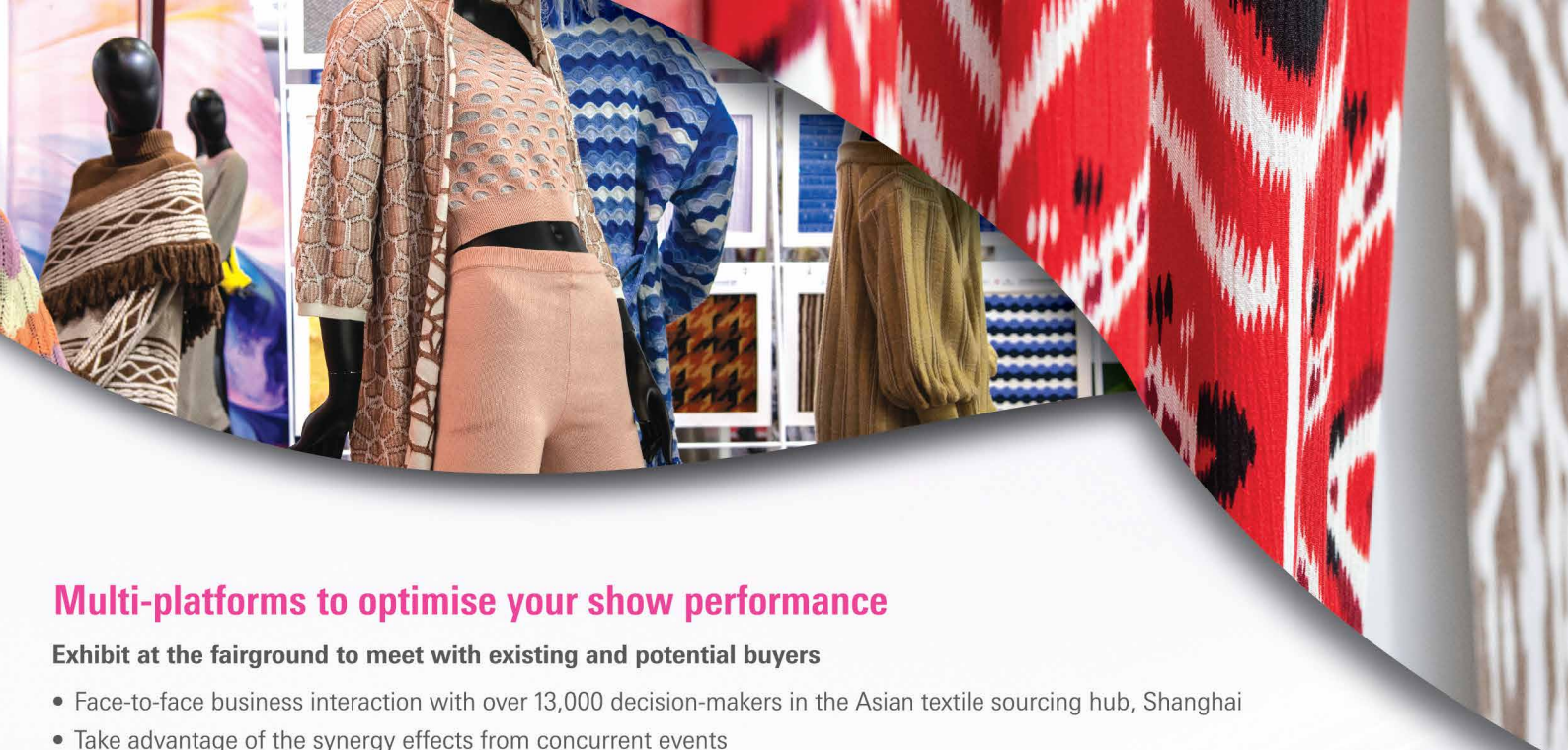
"We have brought our yarns from Vietnam to the fair. We saw an increase in demand for imported yarns because more people have requirements for overseas products while having concerns about cost and quality, therefore they would like to learn more about them. Yarn Expo has maintained its scale and quality despite the pandemic, as we have met plenty of buyers with purchasing intention."

Ms Kelly Gao, Executive - IBD Yarn, Texpert's India Pvt Ltd, India

Buyer's feedback

"Due to the disruption of the pandemic, we are following market trends to focus on sourcing **environmentally-friendly** and **anti-bacterial materials** which have gained popularity recently. The quantity and quality of exhibitors are higher than I expected, and although the pandemic has impacted international participation, there are still some foreign exhibitors present."

Ms Jingxiang Lu, Director, Changshu Runfa Textile Co Ltd, China



Multi-platforms to optimise your show performance

Exhibit at the fairground to meet with existing and potential buyers

- Face-to-face business interaction with over 13,000 decision-makers in the Asian textile sourcing hub, Shanghai
- Take advantage of the synergy effects from concurrent events

intertextile
SHANGHAI apparel fabrics

CHIC



- Gain valuable contacts and enhance brand image through well-attended trend display areas, seminars, new product launches and networking activities

Value-adding digital marketing services



Online and mobile exhibitor search

- Available on both the official show website and social media platform WeChat
- An additional platform to showcase your company and product details with tailor-made photos and introductions, to help you unlock more opportunities before, during and after the show



E-Source

- All-in-one platform to connect with buyers from the Yarn Expo database
- AI-driven: proactively recommends potential business matches
- Make real-time connections without limitations of time and location
- Sponsorship packages available to enhance exposure



Pre-event webinar promotion

- Organisers help recruit audience
- Introduce your advanced innovations before the fair
- Sharable links included in monthly fair e-newsletters as industry news



Marketing and media support

- Expose your brand and innovations to Yarn Expo's worldwide database
- Reach over 310,000 Chinese trade buyers from 26 regions, and over 48,000 international trade visitors from 75+ countries and regions via e-mail
- Press publicity to over 100 Chinese and overseas media

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Show schedule

February – onwards

Booth application & preparation

April – June

- 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 packages to maximise your brand publicity before and during the fair
- Apply to join fringe events

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

Show starts

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

July

29 – 31 August

Subject to change, as of February 2022



Fair facts

Date: 29 – 31 August 2022
Opening hours: 09:00 – 18:00
Venue: National Exhibition and Convention Center (Shanghai), China
Admission: Free admission, trade visitors only. Persons under 18 will not be admitted.

Contact

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Contact us now to secure a booth!