

Yarn Expo Autumn 2017: Testimonials from Exhibitors

Mr Peter Dong, Marketing Director, Aditya Birla Group, China

董平，市場總監，博拉纖維，中國

現在越來越多品牌企業、服裝企業關注新材料的應用，都會到來紗線展館。

我們不是為了在會上接訂單，而是為了宣傳產品和企業。而這個參展的目標都達到了。

There are increasing number of brands and apparel companies which are interested in the new material and they will come to Yarn Expo to check out the new technology.

We are not here for onsite orders but for promoting our products and brands. We have achieved these objectives.

Mr Tan Choon Heoi, Sales Manager, Rubberflex Sdn Bhd, Malaysia

陳俊輝，經理，Rubberflex Sdn Bhd，馬來西亞

我們主要生產橡膠絲、乳膠絲。全球生產天然乳膠絲的廠商約有 8 家，來 Yarn Expo 主要是推廣品牌。我很滿意展會的人流量。60%是現有客戶，餘下的新客人都是些以往沒有直接聯繫但在用我們產品的及沒有使用過我們產品的。展會提供一個機會供我們與廠家直接聯絡。相對起來，紗線展的觀眾較為接近我們的目標。公司在中國已有一個穩定的銷售網絡。市場對橡膠絲、乳膠絲的需求在增加，每年增長率在 5-10%。

We specialise in producing Latex Thread. There are about eight manufacturers of our kind in the world. We want to take advantage of Yarn Expo to promote our brand further in China. I am satisfied with the visitor flow. Amongst the visitors that we met here, 60% of them are our existing clients while the others are some end-users which didn't contact us directly and those have never tried our products.

Mr Neeraj Gupta, Representative, PT. Indo-Rama Synthetics Tbk, Indonesia

This year, we see more international buyers than Chinese. Some of them even placed orders onsite. This is one of the biggest yarn fairs in the world that we expect to meet both Chinese and overseas customers here.

Mr Ketan Shah, Marketing Head (Brands & Retail), Indo Liberty Textiles, Indonesia

Our main products are synthetic spun yarn and our factories are based in Indonesia.

I have met a couple of potential customers that show interest on our products. Most of the buyers that came to us are new ones.

Compared to those exhibitions, this show is in larger scale. There is also advantage to be held concurrently with the Intertextile show because a large number of visitors from the textile industry are attracted.

Mr Jong Soo Chang, Junior Manager, Posco Daewoo Corp., Korea/Uzbekistan

The visitors that came to the fair are professional as they are specifically interested in yarn products. Yarn Expo is the only exhibition that we chose because it is one of the biggest yarn shows in the world.

Mr Yuen He Lu, Representative, Shandong Ruyi Technology Group Co Ltd, China

袁和魯先生，代表，山東如意科技集團有限公司，中國

我們今年在紗線展上特別推廣幾種新產品。對於人流量我很滿意，因為紗線展同面料展同期在同一地點舉行，為我們吸引了更多潛在客戶。

我們長期參加這個展會，因為這是同行們每年集中的展示場合。一直以來對於展會的效果都很滿意，也會繼續參加。

We have brought some new items for promotion in this year's fair. I am satisfied with the visitor number. It is beneficial for Yarn Expo to be held simultaneously with Intertextile Apparel Fabrics show because more potential customers came to us.

We have been a long term supporter of the fair. This is the occasion where most of the industry players gather and showcase every year. Being one of the leaders of the industry, this is the must-go event for us.

We are always happy with the result of the fair and will keep joining in the future.

Mr Do Xuan CUU, Marketing Director Hanam Textile Company, Vietnam

We have attended this exhibition for many years. We have already received 15 orders during the first day and we keep discussing with our customers throughout the day. The fair is very good for us that we can meet new customers every time.

苏波先生，副总经理，浙江义乌华鼎锦纶股份有限公司，中國

Mr Bo SU, Vice General Manager, Yiwu Huading Nylon Co Ltd, China

市场效果很好，我们收到了大量的访客和订单。除了 Yarn Expo Shanghai，我们很少参加其他展览，来这里主要是看重国内的高端客户和国外的客户，而且很多成衣的制造商，既是展商，也是我们的客户。

通过 Yarn Expo Shanghai，我们一方面可以拓展渠道，另一方面可以了解市场需求。这种上下游的联动，对整个行业都有积极地帮助。

The market is showing positive feedback to us this year that we met a lot of visitors and successfully received onsite orders. We rarely join other exhibitions except Yarn Expo. Here we can meet some of the high-end domestic and overseas customers. Those apparel manufacturers who exhibited are our potential clients.

Yarn Expo helps us in expanding sales channel and learning the current market demand. The show also connects the entire industry and facilitates our business.

李勇先生，副总经理兼教授级高级工程师，上海纺织（集团）有限公司，科技与制造事业部，中國

Mr Yong LI, Deputy General Manager & Senior Engineer(Prof.), Shangtex Holding Co Ltd, China

纱线展是一个很专业的展览，各方面都不错，有一些专业的论坛和流行趋势的集中展示，对我们企业还是有一定帮助的，可以说是行业内的盛会。

Yarn Expo is the professional exhibition that those seminars and trend display area are useful to product development. This is the must-go event for the industry.

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Mr Ragheed Abbas, Sales Manager, TIBA Co. For Agencies (S.A.E.), Egypt

This is not my first year coming to the show and I am impressed to see it growing every year. This is one of the most famous yarn exhibitions in Asia that I must come.

The fair has improved a lot that more and more quality suppliers chose to participate. As a buyer, I am really satisfied and will keep coming for new suppliers.

Ms Michelle Niu, Representative, Jining Boda Textile Co Ltd, China

我早就知道上海紗線展，也覺得它是國內最專業的。而且要看國外的紗線商的話，就只有來這個展。

紗線是一個專門的行業，加上要找國外供應商的話，上海展是唯一的選擇。我的需求是達到了，能看到來自越南和印尼的供應商。而且見面的都是廠家而不是貿易公司或代理，我很滿意。

Yarn Expo has long been the most professional trade exhibition in China. It is the only occasion where you can find those quality overseas yarn suppliers. The show satisfied my demand that I met some competitive suppliers from Vietnam and Indonesia.

Most of the companies that I met are manufacturers instead of trade companies or agents. The trend area also benefits our product design and development.

Mr Ricardo J. Fischer, Textile Agent, Argentina

This is my first time in Yarn Expo and it is a good show.

I have the opportunity to meet some good suppliers from Indonesia, India and Vietnam. I am impressed to see some of these high quality overseas suppliers in China.

The show is big that I spent full day to meet and discuss with a number of my interested suppliers. It is also comprehensive that different kinds of products including cotton yarns and specialty yarns are available. I come here for new suppliers for long term business. This show definitely helps my business.

Mr Andy Chu Sun Wah, Representative, World Knits Ltd, Mauritius

We have been supporting Yarn Expo for three years in a row. Since we do knitting for fabrics, we are here looking for yarns. We are more into conventional cotton yarn, blended yarn, spun yarn and some synthetic fibers.

This show helps us a lot. The manufacturers here are diverse that they show us great idea on new and innovative production. The show always meet my expectations. We've also been to the trend area and it's very fruitful. This is a five-star visit.

张晓榕，大德（香港）有限公司

Mr Leslie ZHANG, Kinger (Hong Kong) Limited

这个展览目前应该是全球最大的了，我可能参加过十几次，效果还是可以的。这次来主要是看看有没有合适的材料或者供应商。我这次注意到，展馆里有很多石墨烯的展品，对我们来讲，可能这就是一个潜在的生意增长点。

Yarn Expo is one of the biggest shows in the world and I have been visiting it for more than ten times. It is useful in helping me to source for suitable raw materials and quality suppliers. I notice that there are more products made of Graphene this year and this can be a potential business.