

# intertextile

## SHANGHAI home textiles

China International Trade Fair for Home Textiles and Accessories – Spring Edition

中国国际家用纺织品及辅料(春夏)博览会

[www.intertextilehome.com](http://www.intertextilehome.com)

### Spring Edition

# 15 – 17.3.2017

## National Exhibition and Convention Center (Shanghai), China

### Access the Chinese market with your finished products

#### Product Profile

- Bed linen, blankets & bedding products
- Carpet & rugs
- Designers' studios
- Digital printing
- Futons, pillow and memory foam
- Mattresses & cushions
- Table & kitchen linen
- Terry & toweling products & bath mats

#### Contact us for more details

**Messe Frankfurt (HK) Ltd**

Ms Joyce Wong / Ms Rita Li

Tel: +852 2238 9902 / 9966

Email: [joyce.wong@hongkong.messefrankfurt.com](mailto:joyce.wong@hongkong.messefrankfurt.com) /

[rita.li@hongkong.messefrankfurt.com](mailto:rita.li@hongkong.messefrankfurt.com)



messe frankfurt

# Catch the peak sourcing season in China

Held during China's peak sourcing season for fine products, the Spring Edition of Intertextile Shanghai Home Textiles is not only an ideal platform for buyers to source, but it's also a key marketplace for textile producers to enter the high-potential Chinese market.

## Why Spring Edition?

- 1. To accommodate the sourcing season of the domestic market**
  - March is China's main sourcing season for bedding and finished products
- 2. Extensive platform to meet target buyers**
  - According to the 2016 visitor survey, the majority of buyers was looking for mattresses, bedding and toweling products
- 3. Benefits from favourable location**
  - The fair is located close to the prospering home textiles cities in Eastern China
  - Consumers' purchasing power in Eastern China is relatively high with 7.8% growth of per capita disposable income in 2015
- 4. Demand for finished products in China is steadily growing**
  - Q1 2016 domestic sales in towels increased 8.1% compared to Q1 2015
  - Compared to 2014, the domestic demand for linen products increased by 6% in 2015
- 5. Concurrent events create additional opportunities**
  - Intertextile Shanghai Apparel Fabrics – Spring Edition**
    - 71,163 visitors (2016)
    - 5% home textiles related
    - 7% retailer / department store / chain store
  - Yarn Expo Spring**
    - 20,527 visitors (2016)
    - 11% home textile manufacturers
  - PH Value & CHIC**
    - China's leading knitting and fashion fairs attract buyers from different sectors of the industry

## To exhibit

### Standard Booth / Designers' Studio:

USD350/sqm, minimum 12sqm

### Raw Space:

USD300/sqm, minimum 36sqm

## 2016 fair review

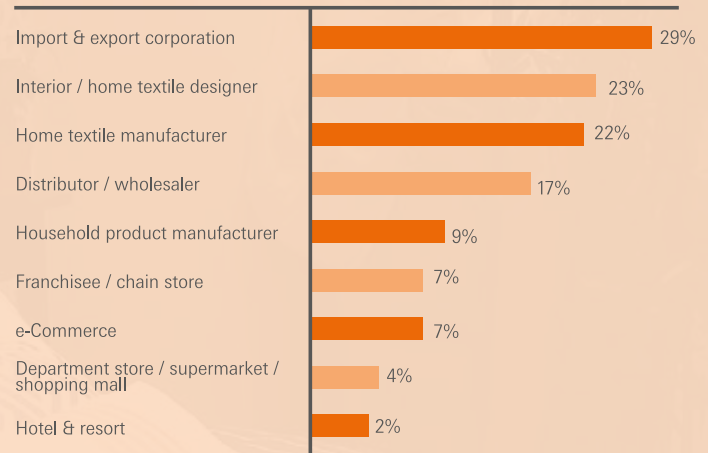
### Exhibitor profile

**182** exhibitors, including the top 10 Chinese bedding companies and distributors of overseas brands, such as Fuanna, Goldsun, HOLA, Lansiu, Loftex, Luolai (distributor of Sheridan - Australia), Mendale (distributor of Gabel Somma - Italy), Menglan, Mercury, Sunvim Group and Violet and more.

### Buyer profile

**12,080** buyers from **59** countries & regions

### Business nature



### Main products interest

