

Press release

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Intertextile Shanghai Home Textiles – Spring Edition to be held in March 2021

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The Spring Edition of Intertextile Shanghai Home Textiles will return to the National Exhibition and Convention Center (Shanghai) from 10 – 12 March 2021, together with four other textile events including Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, CHIC and PH Value. The fairs will offer an all-round business platform and a host of exciting synergy effects for the sector.

Held during the traditional peak sourcing season of the Chinese home textile industry, as well as being located in the commercial hub of China, the fair is an effective way for companies to start the year right and introduce new product collections. The 2019 edition attracted 22,296 trade buyers from 60 countries and regions, as well as 291 exhibitors from 10 countries and regions. Buyers' natures ranged from manufacturers, designers and retailers to trading companies, hotels and many more – providing ample opportunities across the home textile supply chain.

High-quality finished products to be offered

In March 2021, the Spring Edition will showcase a selection of home textile products including bedding & towelling, rugs, table & kitchen linen, home textile technologies, textile design and many more. Additionally, the fair will be held concurrently with Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, CHIC and PH Value, offering a comprehensive sourcing platform for the sector.

Lenzing views Intertextile as an ideal platform to present their sustainable home products

The Lenzing Group, the world's leading producer of man-made cellulose fibres, is amongst the major industry players who have already confirmed their participation in the upcoming fair. Ms Lesley Wu, Home Textile Business Development at Lenzing Fibers (Shanghai), talked about new market trends in the post-pandemic era and the reasons they decided to join the Spring Edition of Intertextile Shanghai Home Textiles:

“Even though the home textile industry has, to some extent, been negatively impacted by the COVID-19 outbreak, there are both opportunities and challenges for the sector. Without a doubt, environmental protection and sustainable development are the hottest

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topics in today's society. Consumers are paying more attention to healthy lifestyles and looking to make a shift to green consumption as a result of the pandemic. More and more consumers are opting for functional and sustainable raw materials. Environmentally sustainable fibres are therefore gaining popularity.”

“Right now, we expect the home textile industry will continue its steady recovery. Home textile companies may look for opportunities in product and marketing innovations, such as developing functional and sustainable home textile products and exploring various O2O business model options,” Ms Wu added.

Lastly, Ms Wu shared why they chose to participate in Intertextile: “We decided to exhibit at Intertextile Shanghai Home Textiles because it is an influential trade fair for the industry. As the Lenzing Group has been expanding in the home textile market, we want to use this platform to showcase the applications for TENCEL™ branded fibres in home textiles, and to further promote sustainability through our TENCEL™ Home cellulosic fibres.”

Online pre-registration is now open for visitors worldwide. To pre-register prior to the fair, visitors may visit www.intertextilehome.com/its21/vor.

Intertextile Shanghai Home Textiles – Spring Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

To find out more about this fair, please visit: www.intertextilehome.com. For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Further press information & picture material

<https://intertextile-shanghai-hometextiles-spring.hk.messefrankfurt.com/shanghai/en/press.html>

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Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt (as of June 2020)

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services –

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both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com