

Press release

24 March 2023

## Time to open the curtains: Intertextile Shanghai Home Textiles returns next week

Betty Fong  
Tel: +852 2230 9281  
[betty.fong@hongkong.messefrankfurt.com](mailto:betty.fong@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
ITSHS23 OPR EN

**As the Northern Hemisphere rotates into the spring season, the time of year concerning rebirth and regeneration, the soon-to-be-held Intertextile Shanghai Home Textiles – Spring Edition is also set for a renewal. After last year’s brief pause, 283 exhibitors from 5 countries and regions will showcase their latest innovations at the National Exhibition and Convention Center (Shanghai) during this traditional peak sourcing period. The fair will be held concurrently with Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, CHIC and PH Value from 28 – 30 March 2023.**

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, expressed some of the benefits of the fair’s resumption: “We are excited to present another edition of the spring show so soon after the changes to China’s pandemic control measures and travel policies. With global and cross-regional trading activities starting to pick up in the first quarter of this year, this fair is the ideal platform for industry players who wish to get back in the game. Buyers will have the opportunity to source for cost-effective, quality Chinese products; not to mention the chance to finally meet up with regular and potential business partners after a few years of trading interruptions.”

### **Comprehensive range of products zoned for easy sourcing**

The 27,000 sqm gross exhibition space in hall 5.2 will host suppliers in multiple product categories, such as bedding, towelling, table and kitchen linen, home textile technologies, and textile designs. Several product pavilions and zones will be formed to encourage efficient sourcing, with areas designated for quality bedding, towelling, feather and down duvet fillings, quilt fillings, intelligent equipment and upholstery fabric products. Buyers looking for sustainable fibres, yarns and fabrics may be interested in sourcing at the Lenzing Group’s brand new centralised Lenzing Home Textile Satellite Pavilion. With Lenzing joined by eight of its Chinese downstream manufacturers, the pavilion will showcase the various home textile applications for the Austrian company’s wood-based TENCEL™ fibres.

Other well-known international and domestic exhibitors include Cotton Council International (CCI), Zhangjiagang Coolist Life Technology, Guangdong Kulida Down, Wujiang City Yunjie Textiles, Yantai Pacific Home Fashion, Sunvim Group, and Jiangsu Goostars Hometextiles. These suppliers, and many more, will present their up-to-date products to meet the sourcing demands of buyers from different channels.

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

### **Fringe programme: be at home with the industry's latest trends**

At every edition, Intertextile Shanghai Home Textile's fringe events keep fairgoers informed on a variety of topics, allowing exhibitors and visitors alike to stay up to date with the latest market trends and make informed business decisions.

Aligning with the fair's general direction on promoting sustainability, and to satisfy the industry's needs, representatives from Lenzing will be holding an exclusive seminar about the e-commerce opportunities surrounding eco-friendly TENCEL™ products' sleep enhancing qualities. Other presentations and discussions that touch on sustainability will also be available under the fair's Textile & Technology event theme.

With consumers globally paying more attention to health issues and increasing their spending on health products, the home and contract textile industry is also a party to this rising trend. To this end, seminars discussing traditional Chinese medicine and how it relates to different health issues will be held on day one. Their crossover topics include how aromatherapy can encourage high-quality sleep, as well as an introduction on the innovation of traditional medicinal textiles.

Moreover, the well-known Chinese retailer JD.com will co-host an event that promotes home textile products made with Chinese cotton. Several talks will focus on different aspects, such as the products' quality and the overall potential of this industry aided by government policies.

After China's relaxation of border restrictions and other pandemic control measures, it is now easier for domestic and overseas buyers to visit their Chinese suppliers at the fairground, for the chance to touch and feel their desired products.

Intertextile Shanghai Home Textiles – Spring Edition 2023 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](http://www.intertextilehome.com).

For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

-end-

Notes to editors:

### **Further press information & picture material**

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

### **Follow Intertextile Shanghai Home Textiles on social media**

<https://www.facebook.com/intertextilehome>  
<https://twitter.com/IntertextileH>  
<https://www.linkedin.com/in/intertextilehome/>

Intertextile Shanghai Home Textiles –  
Spring Edition 2023  
Shanghai, China, 28 – 30 March 2023

## Newsroom

**Texpertise, the textile business network**, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry. Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands.

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

## Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2022