

Press

February 2018

Press Release
Yarn Expo Spring 2018
National Exhibition and Convention Center (Shanghai)
Shanghai, China, 14 – 16 March

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YES18 PR2

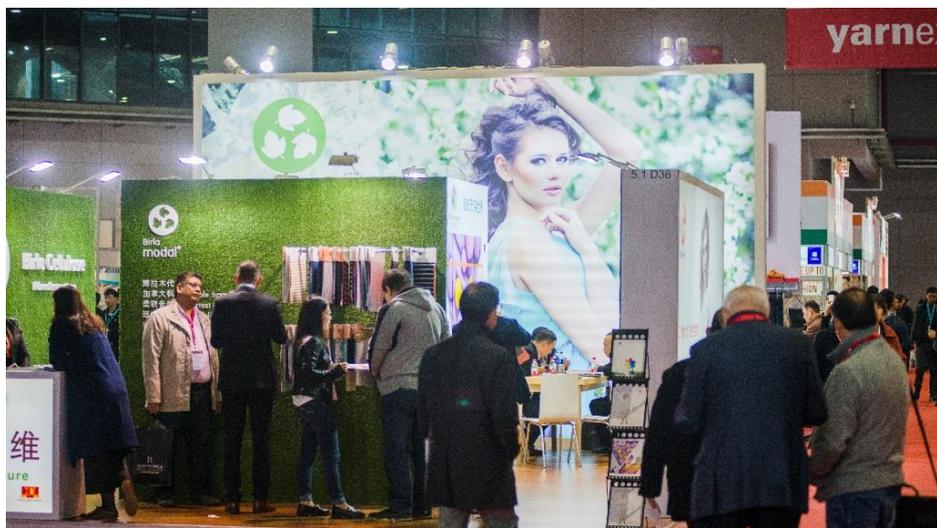
Leading suppliers of eco-friendly synthetic & specialty yarns to feature at next month's Yarn Expo Spring

Birla & Sateri Pavilions return again

Next month's Yarn Expo Spring will provide buyers with numerous sourcing options that match current industry trends: the rise of innovative synthetic & specialty yarns and increasing demand for eco-friendly products. The fair will play host to around 430 exhibitors from more than 10 countries and regions including China, Hong Kong, India, Indonesia, Korea, Pakistan, Singapore, Thailand, Uzbekistan and Vietnam, providing the around 22,000 trade buyers expected at the fair with a diverse range of yarns and fibres.

Birla Planet

The Birla Planet pavilion will include six exhibitors showcasing Birla Viscose, a heavy-metal-free fibre that is well suited to blending with other fibres. According to Mr Peter Dong, Marketing Director of Aditya Birla Group, "there will be fierce competition in the industry in 2018 due to total production increasing by 15-20%," but the eco-friendly nature of their products, he believes, will maintain demand for them, especially in China.



The Birla Planet pavilion at last year's fair

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

Sateri Pavilion

Sateri is a well-known brand in China. Specialising in viscose rayon, they are the largest producer of viscose fibre in the country with three mills and an annual capacity of 550,000 tons. Following the success of their debut pavilion at the previous Yarn Expo, they return again with their members who will showcase skin-friendly hygiene products made from viscose fibre.

Yibin Grace

The company's most popular product is their Gracell® fibre, which is made from 100% pure wood pulp making it completely degradable. With high fibre strength and softness, it can be used in knitted products, woven wool fabrics, home textiles, nonwoven facial masks, and high-grade woven fabrics for jeans, trousers and shirts.

Jiangsu Guowang High-Technique Fiber

In previous editions of Yarn Expo, "many buyers were asking us if we have environmentally friendly products," Mr Qian Min, Director of the company's Marketing Department reported. As such, Jiangsu Guowang will showcase new products this edition including low-temperature dyed fibres and heavy-metal-free fibres.

Together with Yarn Expo Spring 2018, four other textile trade fairs are held concurrently from 14 – 16 March in the same venue: Intertextile Shanghai Apparel Fabrics – Spring Edition, Intertextile Shanghai Home Textiles – Spring Edition, PH Value and the China International Fashion Fair (CHIC). Yarn Expo Spring is organised by Messe Frankfurt (HK) Ltd and The Sub-Council of Textile Industry, CCPIT.

For further information, please visit: www.yarn-expo-spring.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.texpertise-network.com.

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Notes to editors:

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http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/yarn_expo_spring/press-releases/YES18-PR2.html

Further press information & picture material

http://www.hk.messefrankfurt.com/hongkong/en/media/textiles-technologies/yarn_expo_spring/news.html

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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).

*preliminary numbers 2017

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For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de