

Press release

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## Yarn Expo Spring offers access to new markets, with a 9% increase in visitor numbers

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This year at Yarn Expo Spring, 468 exhibitors from 12 countries & regions (2018: 435 exhibitors, 10 countries & regions) welcomed 28,302 visitors from 87 countries & regions (2018: 25,966 trade buyers, 88 countries & regions), representing a 9% increase<sup>[1]</sup>. The fair covered 26,000 sqm at the National Exhibition and Convention Centre (Shanghai), with new exhibiting countries including Egypt and France. Yarn Expo has certainly established itself as a leading networking destination for worldwide visitors and exhibitors, with a wide variety of products on offer. Most notably, there was onsite evidence of ever-shifting sourcing trends from around the world. A certain buzz of new business potential filled the air, as new markets continue to open for Yarn Expo exhibitors.



Busy aisles at the India Pavilion, which featured 48% more exhibitors at this edition

“Yarn Expo Spring’s strength lies in its diversity of products and innovations. It’s undeniable that this is attracting trade buyers from throughout the supply chain,” noted Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. “It’s no longer just spinners and weavers buying from Yarn Expo. This week, we’ve also witnessed more downstream buyers sourcing directly from our exhibitors. They recognise that the properties of yarns and fibres are essential for ensuring a high-quality end-use product.” The fair welcomed buyers from well-known brands such as Fila, Guess, Ralph Lauren, Jack Jones and Vero Moda,

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

as well as Adestria, Itochu, Li-Ning, Maracaibo, s.Oliver and a buyer delegation from Korea.

### **Are consumers becoming more aware of the fibres in their products?**

One visitor from Switzerland, Ms Anita Lazo, Senior Product and Business Development Manager of Sankom noted, “Although we make end-use products, by sourcing yarn we have better control over the composition of our fabrics. We are making premium underwear products, so our consumers are quite conscious of the fibres in their purchases.” Brands like Sankom, who were searching for a unique functional fibre, are increasingly visiting Yarn Expo to meet their specific sourcing needs. Whether that’s in order to source the particular yarns or fibres needed to maximise efficiency or sustainability, it’s evident that Yarn Expo Spring provides plenty of options to make end-use products stand out from the crowd.

### **Exhibitor testimonials**

“We expect the serious buyers to come back to sign contracts today (day 3). The visitors to Yarn Expo are very professional and match our exhibitors’ expectations. Some large Chinese importers visited our booths today, and I’ve noticed this edition there are a lot of new importers who haven’t bought from India before. We’re really happy with our participation in the fair as this is a global meeting point. This is definitely the best fair in China, and one of the best in the world. We place a lot of value on this fair. Yarn Expo is a very popular brand around the world.”

*Mr Ravindranathan Narayanasamy, Director, The Cotton Textiles Export Promotion Council (Texprocil), India (India Pavilion organiser)*

“The most important benefit for us being at Yarn Expo is the customer connection and to see what is new in terms of innovation. We leverage this platform for our own innovation campaign and marketing story. We have a wide range of customers – we see the entire chain up to the consumer as our customers, so we have a lot of brands from Hong Kong, Europe and the US coming here to meet us. You can always find what’s new at Yarn Expo.”

*Mr Manohar Samuel, Senior President (Marketing & Business Development), Grasim Industries Ltd (Birla), India*

“I decided to exhibit at Yarn Expo for the first time because I wanted to expand our business to new regions. This week I met with visitors from Ukraine, Russia, Colombia, Pakistan and Turkey. I see a very large market for sustainability – most brands, for example M&S, are all looking for eco-friendly products, and the China government is tightening environmental regulations, so this is very promising for us. Brands worldwide are certainly asking their textile manufacturers to source eco-friendly yarns, and these manufacturers are coming to this fair.”

*Mr Mohamed Al-Fayed, Commercial Director, Perfect Spinning Company, Egypt*

Yarn Expo Spring 2019  
Shanghai, China, 12 – 14 March

“We are very satisfied with the visitor flow of this year's Yarn Expo. Compared with the previous years, the proportion of overseas visitors is higher. In addition to the consideration of price, buyers are also increasingly pursuing high-quality products.”

*Ms Lily Huang, Sales Manager-Cotton Yarn, KCTEX China Co., Ltd, Singapore*

“The visitor flow at Yarn Expo Spring has been very good and our meetings have exceeded our expectations. Over the last eight or nine years, we've met our major customers at this fair – this platform has generated regular business for us. International brands and buyers are attracted to this fair, so by coming here you have a chance to meet all of these people. It's very popular and it's a platform that gathers innovation.”

*Mr Muazzam Saeed, Senior Marketing Manager, Fazal Cloth Mills Ltd., Pakistan*

“Yarn Expo is one of our company's annual priorities. I feel that the number of exhibitors in the fancy and specialty yarn fields has increased significantly this year. This is a major trend in the industry, and Yarn Expo has played a role as a guide, helping us to catch more business opportunities. The buyers' inquiries about functional and environmentally friendly fabrics are high. Thanks to the concurrent Intertextile apparel and home textile fairs, we were able to meet buyers from different fields in the industry.”

*Mr Yu Tang, Account Manager, Sinopec Yizheng Chemical Fibre Co., Ltd, China*

### **Visitor feedback**

“Right now, the most popular product with our clients is recycled yarn and merino wool – a lot of fashion brands are asking for this. Our company has been visiting Yarn Expo every year for a long time, for the variety of products, manufacturers and internationality of suppliers. For example, we can meet all of our Indian suppliers in the India Pavilion. We can meet everyone we need to here, there just isn't enough time. This is a top class fair!”

*Mr Michał Bonusiak, Product Manager, Legs Sp. Z o.o., Poland*

“The quality and range of suppliers is high at Yarn Expo, so we've been able to find enough to work with and we even have back-up options. We came here with the intention to place orders and get samples. I've already placed an order for 20 containers worth with one exhibitor. Yarn Expo benefits our business as all the major Chinese manufacturers are here, as well as those from Pakistan and India. The major world markets are covered, so it's definitely worth sourcing here. This fair is good for providing sourcing options that match the latest industry trends.”

*Mr Asim Raza, Senior Manager, Yunus Textile Mills Ltd, Pakistan*

“I will be visiting suppliers from China, India, Vietnam, Indonesia, Thailand, Uzbekistan and the US, and I am especially looking for eco-friendly products. I've seen a lot of certifications here, such as BCI cotton, and I'm happy to see many companies here committed to

environmentally-friendly policies. The quality of suppliers here is good and has everything I need in one place. I can meet new connections here, and also place onsite orders with my existing suppliers. So far, I've placed orders for 10 containers."

*Mr Sebastián Jaramillo, Alltex, Colombia*

"I'm mainly sourcing from suppliers from China and India. This fair is quite big, there's a lot of choice on offer. Compared to other fairs, Yarn Expo better suits my requirements as the choice of yarns is quite wide. We know fabric suppliers very well, but yarn is a new project for us, so this is an excellent platform for discovering new options."

*Mr Gordan Rowan, Senior Manager, Zhongshan Lifeng Corporate Service Ltd, China*

The next Yarn Expo fair, the Autumn Edition, will be held at the earlier date of 25 – 27 September 2019, once again at the National Exhibition and Convention Center.

Yarn Expo Spring 2019 was held concurrently with 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](http://www.yarn-expo-spring.com).

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

[1]: Figure includes visitors from concurrent shows Intertextile Shanghai Apparel Fabrics, Intertextile Shanghai Home Textiles, CHIC and PH Value who also visited Yarn Expo Spring.

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Notes to editors:

#### **Download this press release and pictures**

<https://yarn-expo-spring.hk.messefrankfurt.com/shanghai/en/press/press-releases/2019/YES19-FR.html#download>

#### **Download photos from the fair**

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#### **Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: <http://texpertise-network.messefrankfurt.com>.

#### **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 30 locations, the company generates annual sales of around €715\* 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

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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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018