yarn expo

China International Trade Fair for Fibres and Yarns
中國國際紡織紗線 (春夏) 展覽會

12 – 14 March 2019
National Exhibition and Convention Center (Shanghai)
China
Discover unlimited business opportunities in the centre of Asia’s yarn & fibre market

The Asia Pacific region is now the largest yarn consumption market in the world, representing approximately one third of the world’s yarn trade.

In the first half of 2018, China imported 182,002 tons of chemical yarns and fibres, an increase of 8.5% compared to the first half of 2017.

Eco-fibres and carbon fibres are gaining market popularity, attracting buyers looking for environmentally-friendly fibres with a light weight and high stiffness, strength and corrosion resistance.

**Fair highlights**

- **Fancy and specialty yarn zone**
  Man-made and specialty yarns are now sourced twice as much as natural yarns natural yarns at the fair. The Fancy Yarn Zone is a prime business platform to stand out from the crowd.

- **International pavilions and zones**
  The international pavilions and zones from India and Pakistan are a strong platform for exhibitors to gain more exposure in the industry.

- **Growing diversity in exhibitor profile**
  Emerging manufacturing countries & regions such as Uzbekistan and Vietnam value the fair as an important business platform, as well as agents from Hong Kong and Singapore, and fancy yarn exhibitors from Korea and Thailand.
Visitor profile

25,966 buyers (↑13% from 2017) from 88 countries and regions sourced at Yarn Expo Spring 2018

93% of exhibitors were satisfied with the outcomes of the fair*

91% of buyers had partial or full responsibility for purchasing decisions*

87% of exhibitors ranked Yarn Expo in their top two most important fairs*

*Visitor & exhibitor surveys at Yarn Expo Spring 2018

Leading VIP brand buyers
Discover big-name global players at the fair

Adidas (Japanblue Co. Ltd)
DCM Holding Co Ltd (Ralph Lauren)
Dotothee Schumacher (Soktas India Private Ltd)
Etam (Tce Corporation)
Fast Retailing Co Ltd (Toyoshima & Co Ltd)

Domestic VIP brands
Well-known lingerie, ladieswear and menswear domestic brands visited the show in 2018:

Aimer (Aoyang Yarn)
Elegant Prosper (Erdos)
Mihuang (Saint Angelo)
Semir

Visitor number

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Number</th>
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<tbody>
<tr>
<td>2018</td>
<td>25,966</td>
</tr>
<tr>
<td>2017</td>
<td>22,579</td>
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<td>2016</td>
<td>20,527</td>
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</table>

20.9% from 2016

Top 5 visitor countries and regions (excluding Mainland China)

1. Korea
2. Japan
3. Hong Kong
4. India
5. USA
Exhibitor profile

With a 29% increase in Yarn Expo exhibitors, more companies are taking advantage of rising market potential. Will you join them?

Exhibitor number

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>435</td>
</tr>
<tr>
<td>2017</td>
<td>393</td>
</tr>
<tr>
<td>2016</td>
<td>309</td>
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</tbody>
</table>

Leading exhibitors who participated in 2018 Spring Edition

Chemical fibres

Exhibitor testimonials

Yarn Expo is our branding platform in this market. We value Yarn Expo as a long-term benefit in terms of showcasing our products and connecting with the value chain.

Mr Sachin Malik, Senior Vice President (Sales & Marketing), Birla Jingwei Fibres Co Ltd, China

Visitor feedback

Yarn Expo has the largest scale of sourcing options in the domestic industry

Ms. Angela Chiou, Material R&D Specialist, Makalot Industrial Co., Ltd.

Yarn Expo’s number of exhibitors is increasing continuously and the quality of products is satisfactory. Yarn Expo is an important platform to discover the latest trends and source potential materials.

Mr. Peisen Zhang, Purchasing Manager, Zibo Yinshilai Textile Co., Ltd.
Enjoy worldwide exposure and publicity

Advertisements & Press Releases
40+ overseas media

Overseas
(72+ countries and regions)
48,000+
Trade visitors

Direct Marketing
Direct e-mailing
Telemarketing

Online Marketing
Social media

Advertisements & Press Releases
60+ Chinese media

Chinese
(26+ regions)
310,000+
Trade visitors

Direct Marketing
SMS
Discs
Direct e-mailing
Telemarketing

Take advantage of the fair’s database for all-year-round promotion with a wide variety of target audiences.

Join the discussion with industry leaders in seminars
Interested exhibitors and visitors can enjoy the dynamic fringe programme, which will reveal the latest market trends and insights. This includes seminars introducing key Spring / Summer 2019 fashion trends for yarn textiles.

Four concurrent events attract a diverse range of buyers throughout the supply chain

intertextile SHANGHAI apparel fabrics
The apparel fabric industry’s leading business platform, drawing in a wide range of international and domestic brands, retailers, garment manufacturers, designers and more.

intertextile SHANGHAI home textiles
The gateway to Asia’s home living: an effective trade platform to meet buyers seeking the latest innovations in home fabrics and fibres

Fashion garment fair CHIC and knitting fair PH Value also make Yarn Expo a comprehensive base to access opportunities throughout the textile industry.

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www.yarn-expo-spring.com
Contact us now to secure a booth!