yarnexpo

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

11 – 13 March 2020
National Exhibition and Convention Center (Shanghai)
China
A fast-developing springboard for major players

Exhibit at Yarn Expo Spring 2020 to meet Chinese and international decision makers from the textile industry. Whatever the product category, there’s a focused place for it in the fair, making it simple for potential clients to visit your booth.

**Why exhibit in China?**

China was the world’s largest producer and exporter of textiles and clothing in 2018, as exports of textiles and clothing from China rose by 3.4% to USD 266 billion.

The demand for cotton in China remains high, with over USD 5.8 billion of cotton yarn imports recorded in 2018, an increase of 7.2% from 2017.

Meanwhile, polyester fibre imports increased by nearly 20% in 2018, with a considerable percentage of this increase including recycled polyester imports. Spandex imports were up by 9.6%.

The popularity of suiting and tailoring in China helped wool imports to reach a value of USD 206 million in 2018, another steady increase from the year before.

As more buyers throughout the supply chain pay attention to the environment, and more fashion brands pledge to use sustainable materials, eco-friendly solutions and innovations are expected to continue to be a major trend in 2020.

The Fancy and Specialty Yarn Zone will feature a new display area: Fancy Yarn Vision.

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**Feature zones: a place for every product**

**International pavilions and zones**
- Birla Satellite
- India Pavilion
- Pakistan Zone

**Domestic zones**
- Colourful Chemical Fibre Zone
- Fancy and Specialty Yarn Zone
- Green Linen Zone
- Natural Cotton Zone
- Quality Wool Zone

**Product groups**

1. Fibres
   - Natural fibres (cotton, wool, silk & flax/ramie)
   - Man-made fibres (regenerated & synthetic)
   - Specialty fibres
2. Yarns
   - Natural & blended yarns (cotton, wool, silk & linen / ramie)
   - Man-made & blended yarns (regenerated & synthetic)
   - Elastic yarns
   - Fancy yarns
   - Knitting yarns
   - Specialty yarns
3. Computer related services
4. Quality assurance
5. Press & publications
2019 exhibitor overview

468 exhibitors from 12 countries & regions

Pavilion organiser feedback

“The visitors to Yarn Expo are very professional. Some big 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. In addition to the local market, we have seen a lot more overseas buyers, from Korea, Japan, the US, a lot from Europe and some from Russia. We’re really happy with our participation in the fair as 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

Exhibitor feedback

“We’ve been able to meet good quality buyers here, from China, South America, Turkey and more. Vietnam’s textile industry is certainly a growing market that benefits from favourable trade policies with China and abroad, and we can meet these markets at Yarn Expo.”

Mr Koushik Mondal, Manager of Yarn Division, Evergreen Global Pte Ltd, Vietnam
2019 visitor profile

28,302 visitors from 87 countries & regions
↑ 9% from 2018

91% of visitors were satisfied or very satisfied with Yarn Expo as a platform to make business contacts

90% of visitors were satisfied or very satisfied with Yarn Expo as a platform to source for the upcoming season

85% of visitors had partial or full responsibility for purchasing decisions

Main area of interest – by product group*

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton</td>
<td>73.6%</td>
</tr>
<tr>
<td>Synthetic</td>
<td>42.8%</td>
</tr>
<tr>
<td>Wool</td>
<td>39.8%</td>
</tr>
<tr>
<td>Regenerated</td>
<td>37.2%</td>
</tr>
<tr>
<td>Flax / Ramie</td>
<td>35.9%</td>
</tr>
<tr>
<td>Silk</td>
<td>33.5%</td>
</tr>
<tr>
<td>Elastic</td>
<td>33.5%</td>
</tr>
<tr>
<td>Specialty</td>
<td>30.2%</td>
</tr>
<tr>
<td>Fancy</td>
<td>27.6%</td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
</tr>
</tbody>
</table>

*The total % is over 100 due to multiple selections.

Nature of business

<table>
<thead>
<tr>
<th>Nature of Business</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer – woven fabrics</td>
<td>35.5%</td>
</tr>
<tr>
<td>Garment / Accessories manufactures</td>
<td>34.1%</td>
</tr>
<tr>
<td>Manufacturer – knitted fabrics</td>
<td>33%</td>
</tr>
<tr>
<td>Manufacturer – knitwear</td>
<td>19.9%</td>
</tr>
<tr>
<td>Accessories</td>
<td>18.6%</td>
</tr>
<tr>
<td>Fibre / yarn producer</td>
<td>18.5%</td>
</tr>
<tr>
<td>Import &amp; export corporation</td>
<td>17.6%</td>
</tr>
<tr>
<td>Agent / Trading company</td>
<td>13.6%</td>
</tr>
<tr>
<td>Designer / Interior design</td>
<td>13.4%</td>
</tr>
<tr>
<td>Manufacturer – home textiles</td>
<td>12.9%</td>
</tr>
<tr>
<td>Manufacturer – technical textiles</td>
<td>9.5%</td>
</tr>
<tr>
<td>Wholesaler / Distributor</td>
<td>7.5%</td>
</tr>
<tr>
<td>Manufacturer – hosiery &amp; socks</td>
<td>7.2%</td>
</tr>
<tr>
<td>e-Commerce</td>
<td>6.5%</td>
</tr>
<tr>
<td>Others</td>
<td>7%</td>
</tr>
</tbody>
</table>

*The total % is over 100 due to multiple selections.

Top 10 visitor countries and regions

1. China
2. Korea
3. Hong Kong
4. India
5. Japan
6. USA
7. Taiwan
8. Russia
9. Vietnam
10. Italy

Chinese buyers from major provinces included Zhejiang, Jiangsu and Shanghai.

Visitor opinion

“I have visited Yarn Expo many times. 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’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, Alttext, Colombia
Success beyond your booth

Pre-show: gain exposure from our worldwide network

- Advertisements & Press Releases
  - 40+ overseas media
  - Overseas (75+ countries and regions)
    - 50,000+ 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 Broadcasts
  - Direct e-mailing
  - Telemarketing

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

Broaden your exposure at Yarn Expo

- Press releases
- Content marketing
- Pre-show advertising on the show website, social media and supporting media
- e-Newsletters to buyers
- Personalised e-invitation cards

Onsite: join the fringe programme

- Trend forum: submit samples to bring buyers to your booth
- Seminars: a stage to share your latest innovation
- Fashion show: attracts and inspires genuine buyers
- Business matching programme: tailor-made appointments with VIP buyers

Sponsorship

Take advantage of sponsorship opportunities, with high-traffic advertising spaces available throughout the fairground.
Pre-show schedule

Booth application & preparation
September – onwards

Early bird deadline
30 November

Preparation & promotion
December – January

Booth allocation & logistics
February

Fair opens
11 – 13 March

Participation fee

Standard Booth (min 9 sqm) USD 385 / sqm
9sqm Standard booth includes:
- Complete booth construction
- Wall-to-wall carpet
- Fascia board with company name, booth number and country
- 4 sample racks / shelves
- 1 lockable information counter
- 1 showcase

Raw Space (min 36 sqm) USD 330 / sqm
Raw space includes:
- Floor space
- Booth security
- Listing in visitor guide and e-catalogue
- Visitor e-invitation cards
- PR & marketing support

- 1 table & 3 chairs
- 2 HOI
- Booth cleaning and security
- Listing in visitor guide and e-catalogue
- Visitor e-invitation cards
- PR & marketing support

Fair facts

Date 11 – 13 March 2020
Opening hours 09:00 – 18:00
Venue National Exhibition and Convention Center (Shanghai), China
Admission Free-of-charge. Trade visitors only. Persons under 18 will not be admitted.
Contact Messe Frankfurt (HK) Ltd
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www.yarn-expo-spring.com
Contact us now to secure a booth!