

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



messe frankfurt

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**.

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

Buyers at the 2019 Spring Edition

Overseas buyers



Domestic buyers



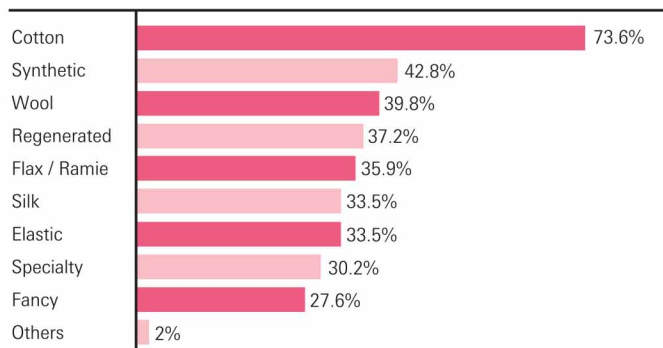
Top 10 visitor countries and regions

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.

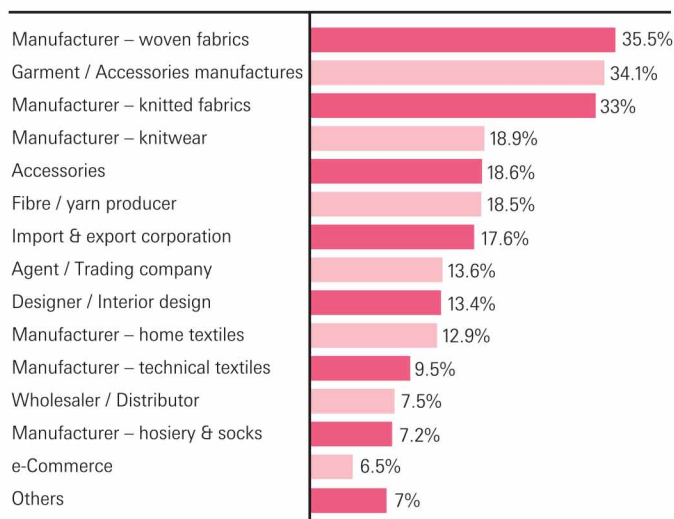
See who sourced from Yarn Expo Spring 2019...

Main area of interest – by product group*



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

Nature of business



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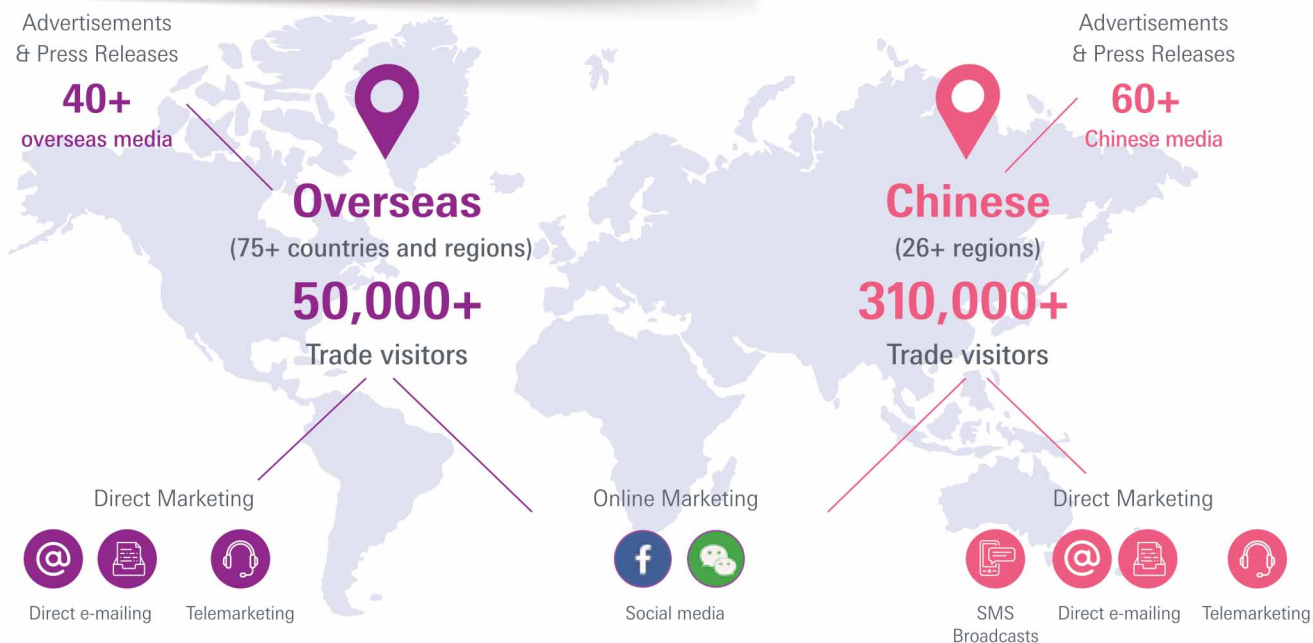
Visitor opinion

"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, Alltex, Colombia

Success beyond your booth

Pre-show: gain exposure from our worldwide network



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.



yarn expo

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

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

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



Yarn Expo



www.yarn-expo-spring.com

Contact us now to secure a booth!