

yarnexpo

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

2021 Show Review Report



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Yarn Expo Spring supports market recovery and pandemic-related trends

Yarn Expo Spring Edition – a leading sourcing platform for fibres and yarns was held successfully in Shanghai from 17 – 19 March 2021. At this edition, fairgoers reported an increased popularity for **hygiene, anti-bacterial** and **sustainable products**, aligning with current trends that have been propelled forward by the pandemic. Notably, many suppliers used the fair as a platform to introduce some of these latest inspirational products to the market, giving credit to its reputation for promoting innovation and development.

Exhibitor profile

387 exhibitors from **6** countries and regions joined the fair.

- Almost **99%** of exhibitors said they would consider joining the next edition of the fair – Yarn Expo Autumn 2021
- Over **89%** of exhibitors were satisfied that Yarn Expo strengthens their existing business contacts
- Over **90%** of exhibitors were satisfied that Yarn Expo enhances their company image
- Nearly **84%** of exhibitors were satisfied with their participation at Yarn Expo Spring 2021

Leading exhibitors at the fair

Chemical fibres



Regenerated / recycled yarn



Fancy yarn



Cotton yarn



Wool



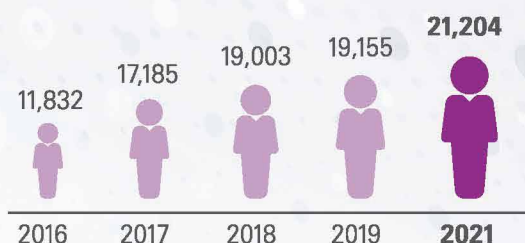
Exhibitors' comments

"Yarn Expo is an ideal trade fair where we can obtain orders and meet with old and new customers. **There was significant recovery for our business in the second half of 2020 which reflected the market circumstances.** At this edition, we have **received a lot of enquires about our organic cotton** and the **visitor flow has been higher than last year.**"
Mr Kyle Guo, Sr. Executive, Yarn, Texperts India Private Limited, India

"Yarn Expo is a leading trade fair in the industry and the **visitor flow is overwhelming** this year. We are **focusing on anti-bacterial and lyocell products** as people are now concentrated on leading healthy lifestyles due to the pandemic. I think **consumer market trends will focus on health, sustainability and convenience.**"
Mr Simon Huang, Vice President, Commercial, Sateri, China

Visitor profile

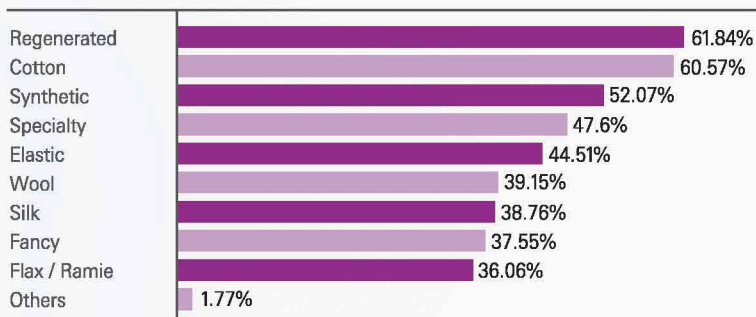
Despite current travel restrictions, **21,204** visitors attended the fair which is more than a **10%** increase compared to the 2019 edition before the pandemic.



Domestic brand buyers who visited the 2021 Spring Edition

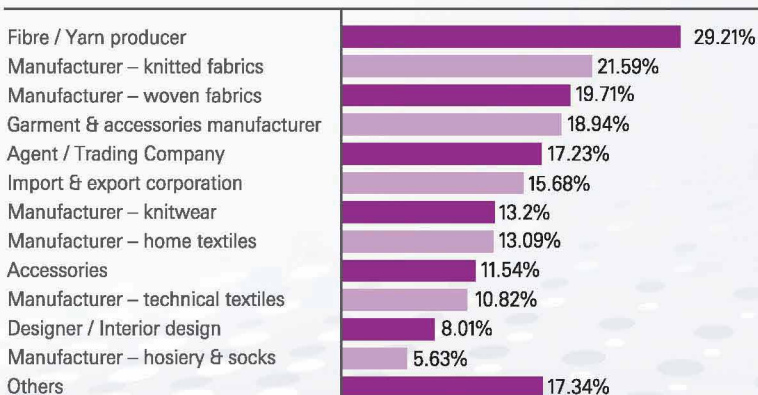


Breakdown by sourcing interests*



*Total percentage is over 100 because of multiple selections

Breakdown by visitors' business nature*



*total percentage is over 100 because of multiple selections

Visitors' comments

"This is the first time we have joined Yarn Expo and the **quantity and quality of exhibitors is higher** than I expected. Our **aim is to meet some upstream and downstream customers here** and we are following market trends to focus on **sourcing sustainable and anti-bacterial materials**. There are still some foreign exhibitors present, despite the pandemic restrictions."

Ms Lu Jingxiang, Director, Changshu Runfa Textile Co Ltd, China

Hybrid Showcase

Exhibitors who were not able to attend the show due to travel restrictions had the opportunity to gain brand exposure and continue business interactions through the **Hybrid Exhibition Package**. The package combines online and onsite exhibition solutions. Hybrid exhibitors showcased their products and branding onsite in the Hybrid Showcase area. They were also listed in the visitor guide and had access to the buyer database with over 35,000 target buyers from more than 100 countries and regions via the online **business matching platform**. Hybrid exhibitors could connect with buyers by instant messaging and video meetings.

Fringe programme

China Fibre Fashion Trends

Organised by the China Chemical Fiber Association, over 400 samples of new fibre products were displayed to highlight the latest fashion trends.



China Yarns Fashion Trends Forum

Organised by the China Cotton Textile Association, yarn trends in China were highlighted in 13 forums on 17 – 18 March.



Enterprise Online Press Conference

An online press conference organised by the China Chemical Fiber Association was held on 17 March on Yarn Expo's livestreaming platform.



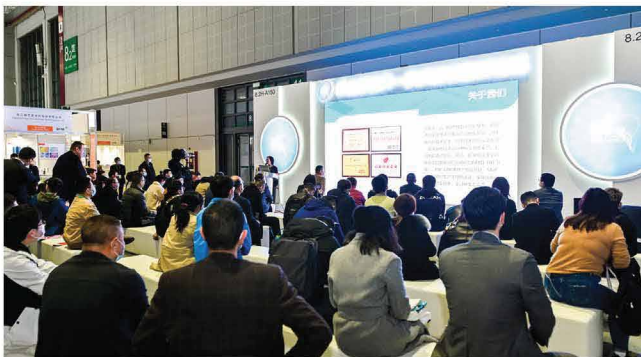
Thank you and see you again at Yarn Expo Autumn Edition!

Date: 25 – 27 August 2021
Venue: National Exhibition & Convention Center (Shanghai)
Admission: Free-of-charge. Trade visitors only.
Persons under 18 will not be admitted.

www.yarnexpochina.com

New Fibre New World – Textile Materials Innovation Forum

University professors, scholars, enterprise leaders and industry experts were invited to deliver speeches on the development of intelligent textile and the latest product developments. In total, there were 21 forums held on 17 – 18 March.



China Fibres Fashion Trends Show

Garments made of new fibre products were put on display on the runway at the China Fibre Fashion Trends Show.



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