



yarnexpo

China International Trade Fair for
Fibres and Yarns
中国国际纺织纱线(春夏)展览会

9 – 11.3.2022

National Exhibition and Convention
Center (Shanghai), China
中国，国家会展中心(上海)

International sourcing hub for yarns and fibres

国际纱线及纤维采购平台

www.yarnexpo-spring.com

Join Asia's leading fair for yarns and fibres, with in-person, hybrid and digital services available

Yarn Expo is well recognised as the ideal one-stop trading platform for fibres and yarns, as well as the place to discover new trends and introduce the latest products. Since 2019, China has remained the leading importer of textile yarns worldwide presenting a huge market for the industry. Meanwhile, new trends such as the strong demand for microbial products, owing to increased consumer awareness towards hygiene and healthier lifestyles, is further expected to drive future market growth. So much so that the antimicrobial textile market is projected to register a significant CAGR of 8.0% from 2019 – 2026. **Yarn Expo Spring**, as the leading trade fair for fibres and yarns in Shanghai 2022, is a not to be missed event for suppliers and visitors to catch a hold of the rapid growth and wealth of opportunities in China's market!

Statistics from Yarn Expo Spring 2021



26,000 sqm
of exhibition space



21,204 visitors  **35%**
from Yarn Expo Autumn 2020

Product groups

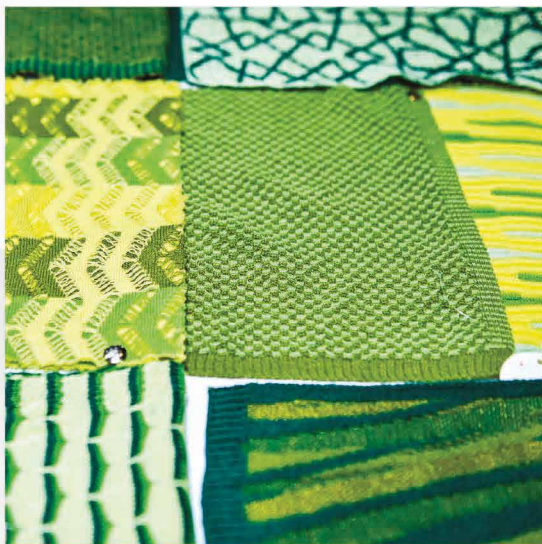
Fibres

- Natural fibres (cotton, wool, silk & flax / ramie)
- Man-made fibres (regenerated & synthetic)
- Specialty fibres

Yarns

- Natural & blend yarns (cotton, wool, silk & linen / ramie)
- Man-made & blend yarns (regenerated & synthetic)
- Elastic yarns
- Fancy yarns
- Specialty yarns
- Knitting yarns

Yarn Expo Spring 2021 exhibitors' experiences

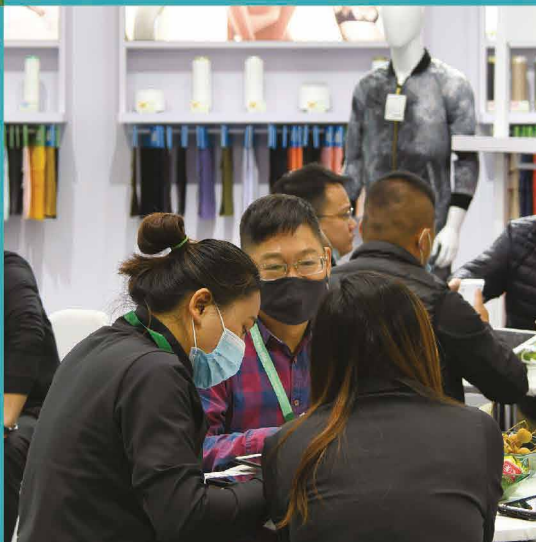


"As a raw material supplier, our business is closely related to Yarn Expo, so we participate every year. Our exhibition results are pretty good, our old customers have gathered with new customers at our booth while a number of brands have come to see our raw materials to seek further business cooperation."

**Mr Ying Luqun, Sales Manager,
Marketing Center, Shanghai
Different Chemical Fiber Co Ltd,
China**

"Yarn Expo is an ideal trade fair that we have been exhibiting at for many years. At the fair, we can not only obtain more orders from customers, but meet with old and new customers. The overall visitor flow is much better than last year and we can see a great number of customers who didn't participate last year due to the pandemic."

**Mr Kyle Guo, Sr. Executive, Yarn,
Texpert India Pvt Ltd, India**



创意花式纱
Fancy Yarn
品质毛纱
Wool Yarn
绿色麻纱
Linen Yarn
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Capture the potential in the yarn and fibre market with flexible participation options

Physical exhibition

Attend in-person to connect with potential and existing buyers

- Meet face-to-face with buyers to establish new business opportunities and connections
- Broaden brand awareness at the bustling trend forum, seminars and fashion show

Hybrid exhibition

For those who cannot attend the show in person, stay connected with the market

- Display your products and company videos at the onsite showcase
- Utilise the interactive sourcing platform with a dedicated webpage for exhibitors, to facilitate real time communication with onsite visitors

Digital marketing services for both physical and hybrid exhibitors



Online & mobile exhibitor searching

- Available on both official fair website and Chinese messaging app WeChat
- Easy for buyers to search with different sorting categories
- Upload product photos
- Add contact info to connect with buyers prior to the show



E-Source

- All-in-one platform to connect with buyers from the Yarn Expo database
- AI-driven: proactively recommends potential business matches
- Video call meeting and instant messaging functions available
- Sponsorship package available to enhance exposure



Pre-event webinar promotion

- Organisers help recruit audience for your webinars before the show
- Introduce your highlighted products before the fair
- Sharable links included in fair e-newsletters as industry news
- Recordings available for review after the event



Marketing and media support

- Expose your brand to Yarn Expo's worldwide database
- Reach over 310,000 Chinese trade buyers from 26 regions, and over 140,000 international trade visitors from 90+ countries & regions via direct e-mailing
- Press coverage to over 95 Chinese & 80 overseas media outlets



Concurrent events

intertextile
SHANGHAI apparel fabrics

intertextile
SHANGHAI home textiles

CHIC



Show schedule

Subject to change, as of August 2021

September – onwards

Booth application & preparation

December – January

- Promote your products using the organisers' marketing and media support
- Enrol in the fair's sponsorship & advertisement package for maximum brand exposure before and during the fair
- Apply to join the fringe programme

- Booth allocation
- Logistics arrangements
- E-sourcing starts

February

Show starts

9 – 11 March

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Fringe programme

Value adding services to broaden brand awareness

Trend Forum

Revealing the latest market trends and insights.

Seminars

Present your brand and delve deeper into specific trends via a series of seminars.



Fashion show

Showcase upcoming styles for the season on the runway.

Fancy Yarn Vision

Maximise the exposure of your fancy yarn products at this specialised zone.



Fair facts

Date: 9 – 11 March 2022
Opening hours: 09:00 – 18:00
Venue: National Exhibition and Convention Center (Shanghai), China
Admission: Free admission, trade visitors only.
Persons under 18 will not be admitted.

Contact us now for more details

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