



yarnexpo

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

28 – 30.3.2023

National Exhibition and Convention
Center (Shanghai), China

International sourcing hub for yarns and fibres

www.yarnexpo-spring.com

Spin your success story in China – the world's biggest yarn & fibre market

While it is already the global leader, China's consumption of cotton fibre is expected to rise to 32% of the worldwide total consumed by textile mills in 2023*. From this utilisation of cotton fibres comes a wide array of top quality yarns, with numerous applications. Due to the pandemic, there has been a noticeable trend towards antiviral and antibacterial yarns, and manufacturers' development has been driven in this direction for S/S 2023.

Yarn Expo is the platform that amplifies the potential of the Chinese yarn and fibre industry, to both local and international markets. In 2023, let **Yarn Expo Spring** you into a season of success.

*Figures from Textile Outlook International.

创意花式纱
Fancy Yarn

品质毛纱
Wool Yarn

绿色麻纱
Linen Yarn

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Key stats from previous edition in 2021



26,000 sqm
of exhibition space



387 exhibitors



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

2021 exhibitor feedback

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

Mr Kyle Guo, Sr. Exective, Yarn, Texperts India Private Limited, India

"As a raw materials 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

Fringe programme

Value-added services to maximise exhibiting effectiveness

Trend Forum

Discover what's in vogue in the yarn and fibre markets

Seminars

Share your yarn and fibre expertise with professional buyers



Fashion show

Present the end products of cutting edge yarn and fibre on the runway

Fancy Yarn Vision

Specialised zone to showcase your fancy yarn products for extra exposure

Position yourself to succeed

Digital marketing services to escalate your exposure



Online & mobile exhibitor searching

- Platform for potential buyers to reach your company, with product information displayed pre-show to post-show
- Desktop- and mobile-compatible, available on official website and WeChat



E-Source

- All-in-one platform to connect with buyers in the Yarn Expo database
- AI-driven: proactively recommends potential business matches
- Accessible video call meeting and instant messenger services
- Sponsorship package available to enhance exposure



Pre-event webinar promotion

- Help exhibitors obtain a webinar audience
- E-newsletters with sharable links promoted to visitor database pre-show
- Recordings available for review



Marketing and media support

- Share your latest products and innovations with Yarn Expo's worldwide database
- Direct emailing to 310,000+ Chinese trade buyers from more than 26 regions and 48,000+ trade visitors from over 75 countries and regions
- Press publicity to 100+ Chinese and overseas media

Show schedule

September 2022 onwards

Booth application & preparation

December 2022 – January 2023

- Submit your product information to the organiser to share via the fair's social media platforms, press releases, and e-newsletters
- Enrol in the fair's sponsorship and advertisement package and apply for the fringe programme to maximise your brand exposure before and during the fair

- Booth allocation
- Logistics arrangements
- E-Source starts – create your profile, actively match and interact with buyers, and schedule onsite or online meetings via the fair's online business matching programme

February 2023

Show starts

28 – 30 March 2023

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Fair facts

Date: 28 – 30 March 2023
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.

Follow us on:



Contact us now to secure your booth

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