

Press release

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Yarn Expo Shenzhen 2023 well-placed to accelerate industry recovery

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Shenzhen, China's leading exporter and fastest-growing city¹, is gearing up for the return of in-person business. With China easing its border entry requirements in January, the fair will inspire local and international key players to explore the latest trends and opportunities in South China. This year's edition will be held from 6 – 8 November 2023 at Shenzhen World Exhibition & Convention Center. Spanning 10,000 sqm of exhibition space, the rejuvenated fair will help yarn and fibre suppliers regain business lost to the pandemic.

Despite the prolonged impact of the pandemic, the Regional Comprehensive Economic Partnership (RCEP), the world's largest free trade agreement, has become a powerful pillar of China's foreign trade. After RCEP became effective in January 2022, China's imports and exports to ASEAN countries significantly increased by 15% to USD 970 billion by the end of the same year².

While China reconnects with the international market, the strategically located fair will link industry players with local and global trading partners. "As China's top exporting city for 30 years, Shenzhen's key role in the Greater Bay Area is strengthened by the creation and expansion of the city's Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone," said Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd. "Yarn Expo Shenzhen is an important trading hub for the global yarn and fibre industry, and China's borders reopening is another key factor that will add to the fair's international, business-friendly nature. We expect a strong showing from exhibitors and buyers looking to accelerate their post-pandemic growth."

Diverse product range and fringe programme to maximise business opportunities

With the fair's previous edition attracting over 24,400 sourcing professionals, buyers at this year's platform can look forward to leading exhibitors showcasing their latest collections of high-quality yarns and fibres. Product categories will include a wide spectrum of innovative synthetics, natural products, and various categories of sustainable and

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¹ "Investing in Shenzhen: Industry, Economics, and Policy", July 2022, China Briefing, retrieved February 2023, <http://bit.ly/3HOZDo1>

² "Trade between China and ASEAN grows 15% in 2022, first year of RCEP's enforcement", January 2023, Global Times, retrieved February 2023, <http://bit.ly/3jmm0YL>

functional yarns.

The fair will also host a comprehensive array of forum sessions and seminars, including the Textile Materials Innovation Forum and product presentations. Through the series of fringe events, fairgoers will be able to absorb in-depth market insights and innovative ideas in the forward-thinking fashion hub of Shenzhen.

Yarn Expo Shenzhen 2023 will be held concurrently with Intertextile Shenzhen Apparel Fabrics and PH Value, together providing a comprehensive trading platform for the entire textile value chain.

Yarn Expo Shenzhen is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; China Cotton Textile Association; China Chemical Fibers Association. For more details on the upcoming fair, please visit: www.yarnexpo-shenzhen.com.

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.textpertise-network.com.

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Note to editors:

Further press information & picture material

<https://yarnexpo-shenzhen.hk.messefrankfurt.com/shenzhen/en/press.html>

Textpertise, the textile business network

Yarn Expo Shenzhen is part of Textpertise, the textile business network. The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world.

With more than 50 international textile trade fairs in 11 countries, Messe Frankfurt is the global market leader for textile trade fairs. Textpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies. In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Textpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change. Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris.

For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

www.textpertise-network.com
www.linkedin.com/showcase/textpertise-network

Yarn Expo Shenzhen
Shenzhen, China, 6 – 8 November 2023

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in

Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2022