

news +++ Yarn Expo Shenzhen

Shenzhen Convention & Exhibition Center (Futian), China, 5 – 7 June 2024



New dates and venue announced for next edition of Yarn Expo Shenzhen

Shenzhen, 4 January 2024. Soon after closing doors on their most recent success, the organisers of Yarn Expo Shenzhen have announced this year's show will take place from 5 – 7 June 2024 at Shenzhen Convention & Exhibition Center. Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, highlighted the modified event's ongoing importance: "To harness the power of positive momentum off the back of our previous business-friendly fair, bringing the next edition forward to encourage mid-summer sourcing was appealing to a majority of our exhibitors. Meanwhile, the venue has been chosen to further leverage the city's advantage as a key access point to the global yarn and fibre market, and attract more international and domestic visitors."

The new venue in Futian District, where the next edition will be held concurrently with three other textile trade fairs, is situated in the heart of Shenzhen's CBD, and expected to attract higher than the over 22,000 visits received at the fairs' previous editions. The city itself is home to more than 2,500 apparel brands, around 90% of which are privately held¹, and is the focal point of the Greater Bay Area (GBA) textile production hub.

Globally, the yarn textile market is still rising steadily, projected to experience a CAGR of 5.1% from 2023 – 2028, and reach USD 18.5 billion by the end of the forecast period². This is driven by factors such as growing populations and increasing urbanisation, and bodes well for both yarn-producing strongholds and exhibitors at the upcoming Yarn Expo Shenzhen.

One market evolution still gaining traction is the progress of sustainable yarns and fibres. Speaking at the previous edition, Ms Amy Yuan, Marketing Manager at Bettertext, said: "We can leverage our export business at Yarn Expo Shenzhen, since the GBA has a strong connection with the international market as well as high domestic demand. With the new generation of consumers more receptive to green and functional products, we have been focusing on developing these more high-end products. During the fair, we met more foreign than local customers, who found our products to be very innovative, such as our fibres with skin-care functions, and reyon fibres made from ginger for keeping warm."

Yarn Expo Shenzhen 2024 will be held concurrently with Intertextile Shenzhen Apparel

¹ "Shenzhen Fashion Week Spring/Summer 2023 Kicks Off", 26 October 2022, People's Daily Online, <http://en.people.cn/n3/2022/1026/c90000-10163793.html>, (Retrieved: December 2023)

² "Global Textile Yarn Market by Source, Application, and Region", June 2023, Research and Markets, <https://shorturl.at/aJYZ3>, (Retrieved: December 2023)

Fabrics, DPARK (Fashion Design), 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; and China Chemical Fibers Association. For more details on the upcoming fair, please visit: www.yarnexpo-shenzhen.com.

Yarn Expo Shenzhen will be held from 5 – 7 June 2024.

Other upcoming shows:

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
28 February – 1 March 2024, Ho Chi Minh City

Intertextile Shanghai Apparel Fabrics – Spring Edition / Yarn Expo Spring
6 – 8 March 2024, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
27 – 29 August 2024, Shanghai

Press information and photographic material:

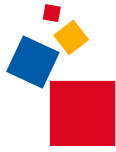
<https://yarnexpo-shenzhen.hk.messefrankfurt.com/shenzhen/en/press.html>

Social media and website:

facebook.com/yarn.expo

instagram.com/yarn_expo

www.yarnexpo-shenzhen.com



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Newsroom



Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* 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 2023