

news +++ Yarn Expo Shenzhen

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

yarnexpo

Yarn Expo Shenzhen 2024 concludes, ‘fostering connections and driving business opportunities’ between traditional sourcing seasons

Shenzhen, 21 Jun 2024. Yarn Expo Shenzhen drew its curtains on 7 June 2024, marking the close of South China’s first summer sourcing platform this year. Held concurrently with Intertextile Shenzhen Apparel Fabrics and PH Value, the three-day fair welcomed nearly 20,000 visits from 45 countries and regions. Spanning 1,600 sqm of exhibition space at Shenzhen Convention and Exhibition Center (Futian), the fair showcased over 70 exhibitors across seven prominent zones, including Fancy Yarn, Cashmere Yarn, Wool Yarn, Linen Yarn, Cotton Yarn, Chemical Fibre, and Overseas Yarn. Across the booths and nearly 20 fringe events, innovation and sustainability were strong points of discussion.

“I am delighted to reflect on this successful edition of Yarn Expo Shenzhen, which serves as a good example of how Messe Frankfurt continuously enhances the fairgoer experience, listens to the needs of the industry, and adapts to the ever-changing landscape,” said Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd. “We made a strategic decision to move the fair to June to give exhibitors a fresh opportunity between spring and autumn sourcing seasons. The relocation to Shenzhen’s CBD also offered an ideal setting for fostering connections and driving business opportunities. These moves, along with the many eco-friendly products on display, allowed us to provide a dynamic platform that empowered buyers to stay ahead of the curve.”

Situated in the heart of Shenzhen, one of China’s leading textile hubs, the fair enabled industry players to tap into the vibrant energy of the yarn and fibre ecosystem. Across three halls, the integrated fairs allowed buyers to source along the entire value chain, from fibres, all the way upstream to quality knitwear, apparel fabrics, and garments.

Yarn Expo Shenzhen effectively presented the most current industry trends, with a specific focus on the increasing desire for sustainable and innovative products. The **New Green Fibre Materials zone** provided a dedicated platform to sustainable exhibitors, while notable seminars from the **New Fibre New World – Textile Materials Innovation Forum** included **The Green Innovation of Ternura®** and **Interpretion of China Fibres Fashion Trends 2024/2025 – Outdoor Sports**. In addition, some of the most up-to-date products were presented at the **Tongkun – China Fibre Fashion Trends Display Zone**.

Exhibitors’ feedback

“We participated at the previous edition of Yarn Expo Shenzhen as a visitor and decided to exhibit at this one to see how the buyers respond. We have received a lot of positive feedback so far. Shenzhen has a vibrant knitting market that has captured our attention as we seek to expand our presence in the southern region. Our 20 carded knitting yarn is the most popular item here in the Guangdong market, as we got a lot of orders from sweater manufacturers.”

Mr Mohsin Ghoniya, Textile Division, Global Tex, India

“In the South China market, particularly in Foshan and Dongguan, there is an emphasis on the manufacturing of underwear. Our polyester products can be blended with viscose, modal and Tencel, resulting in different functional fibre and yarns, such as water absorption, quick-drying and warmth retention. These features have garnered significant interest from our customers, as these materials are highly suitable for lingerie. We decided to join this fair after we learnt that it is moving to Futian, because it’s also the home of a major underwear fair. We thought it would be very helpful to promote our products.”

Ms Elaine Gu, Vice General Manager, Shanghai Mingmao Industrial, China

“Our company mainly focuses on vortex spinning yarn, and we currently have the world’s third largest production capacity, and domestically we are also the benchmark enterprise. This is our fourth time participating at Yarn Expo, and I can feel that the traffic here in Futian is higher than in the previous location. In terms of markets, South China is probably stronger in denim and sweaters, therefore buyers are paying more attention to some of our signature products such as the Lycra series and core spun yarns.”

Ms Wu Liwei, Department of Foreign Trade, Jingyi Group, China

Buyers’ comments

“I’m looking for products along the value chain specific to the Greater Bay Area, including fibre, yarn, and fabric. We produce biodegradable material, which is more widely acceptable to international companies. We are looking for partners who show similar interest in green concepts, who can possibly invest resources into co-development. The Display Zone is an eye-opening innovation centre to let visitors know what’s trending, and Yarn Expo Shenzhen is a great platform to get to know many potential partners and use it to select several candidates to pursue collaborations with later.”

Ms Li Xuan, Marketing and Sales Head, Shanghai Tong-Jie-Liang Biomaterial, China

“I am mainly looking for new types of fibres, and I believe that Guangdong manufacturers are more notable for this. Nowadays the demand for high-performance, eco-friendly and innovative fibres is getting higher and higher. When we talk about breakthroughs, one of the keys is to start from the raw material, because there are more technological elements to it, including new yarns and fibres. Therefore if we are development-oriented, we should focus on the latest progress of raw materials, which is also the reason I came to this fair.”

Mr Xie Yongxian, Sales Manager, Foshan Anxin Fiber Technology Co Ltd, China

Yarn Expo Shenzhen 2024 was 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; and China Chemical Fibers Association. For more details on the upcoming fair, please visit: www.yarnexpo-shenzhen.com.

Other upcoming shows:

Intertextile Shanghai Home Textiles – Autumn Edition

14 – 16 August 2024, Shanghai

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn

27 – 29 August 2024, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies
26 – 28 February 2025, Ho Chi Minh City

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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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