

yarnexpo

Greater Bay Area International Trade Fair for Fibres and Yarns

大灣區國際紡織紗綫博覽會

3 – 5 November 2021

Shenzhen World Exhibition & Convention Center
Shenzhen, China



messe frankfurt

Refill your business energy in the Greater Bay Area

Open the gate of opportunities in the core business area of Southern China. Yarn Expo is the ideal trade platform to explore everything about yarn, fibre and fashion in the most open and vibrant region in China.

Why Shenzhen?

- **Beneficial geographic location:** Shenzhen is in a convenient location for trade buyers from Hong Kong and Guangzhou, connecting the **Greater Bay Area** as well as the **ASEAN region**.
- Guangdong is **China's garment giant:** occupying a quarter of China's clothing share, the province produced 4.2 billion pieces with a value of USD 29 billion in 2019.
- **New venue accessibility:** Yarn Expo is held in the Shenzhen World Exhibition & Convention Center, only 3 km from the Shenzhen Bao'an International Airport, convenient for overseas exhibitors and buyers.
- **Dual circulation policy:** China's national economic strategy to enhance its internal market while encouraging global integration creates an advantage for Guangdong as the country's no. 1 foreign trade province.
- **Economy recovery from pandemic:** China recorded a 6.5% GDP increase in Q4 of 2020, with predictions for 8.4% annual growth in 2021.
- **RCEP prospective:** ASEAN was the largest trade partner with Guangdong in 2020, so the new RCEP agreement will bring the two regions even closer together.

Product groups

Fibres

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

Yarns

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

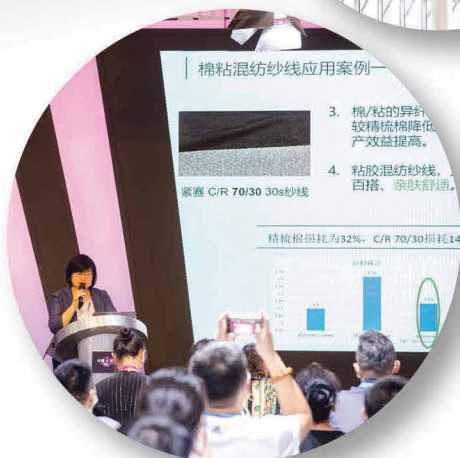


Three concurrent events attract a diverse range of buyers throughout the supply chain

intertextile
SHENZHEN apparel fabrics

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Exhibitors' comments

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“In terms of location, I think the **fair has made the right move in establishing in the Greater Bay Area** in response to the Chinese government's strategy. We also believe the potential in the GBA will grow, so this is **an ideal location to hold the fair.**”

Ms Mary Xu, General Manager, TopLine (Ningbo) Textile Co Ltd / Consinee Group, China

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“We were interested to join the fair again as **more overseas clients can be found here**, our target customers, and **the fair attracts buyers from Dalang**. The pandemic has forced us to explore the domestic market as we mainly focus on the overseas market. And the rapid growth of e-Commerce has allowed us to further expand our business. **Shenzhen has its locational advantages especially with its close proximity to Hong Kong** and we are **able to explore both the Chinese and overseas market.**”

Mr Song Un Ying, Assistant Sales Manager, Dezhou Shangjin Cashere Textile Technology Co Ltd, China

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Pre-show schedule

January – onwards

Booth application & preparation

30 July

Payment deadline and fringe programme application

August – October

Marketing promotion and booth allocation

3 – 5 November

Fair opens

Subject to change, as of February 2021

Fair facts

Date	3 – 5 November 2021		
Venue	Shenzhen World Exhibition & Convention Center, Shenzhen, China		
Admission	Free-of-charge. Trade visitors only. Persons under 18 will not be admitted.		
Participation fee	Standard Booth (min 9 sqm)	USD 250 / sqm	
	Raw Space (min 36 sqm)	USD 220 / sqm	

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