

Press release

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## Yarn Expo caters to industry's year-round demands with show dates for Shanghai Autumn Edition and Shenzhen fair revealed

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**Following the Spring Edition of Yarn Expo which was held from 17 – 19 March at the National Exhibition and Convention Center (Shanghai), the next editions' dates have now been revealed: Yarn Expo Autumn will take place at the same venue from 25 – 27 August, and Yarn Expo Shenzhen will be held at the Shenzhen World Exhibition and Convention Center from 3 – 5 November. Attracting leading fibre and yarn suppliers as well as quality buyers with the fairs' wide range of products, the three editions of Yarn Expo will cater to the recovering industry by offering a year-round meeting place for the sector to come together to recharge their businesses.**

“Amid the pandemic, Yarn Expo was able to re-connect the industry by successfully holding two fairs in Shenzhen and Shanghai in the second half of 2020,” said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. “Yarn Expo Spring 2021 also wrapped up successfully in March, and we look forward to sustaining this momentum with the two editions of Yarn Expo that are scheduled to take place in the second half of 2021. As we witness the continuing market recovery and the return to growth in China, we adjusted our fair calendar by moving the Shenzhen edition from July to November to meet industry demands all year round. This, combined with the physical trade fair and new virtual sourcing experience, ensures Yarn Expo maintains its position as a leading trading platform that supports the industry as the recovery builds momentum.”

Last year, Yarn Expo Autumn was one of the first yarn and fibre trade fairs to take place as scheduled since the pandemic outbreak. Participants reflected on the effectiveness of a physical trade fair to facilitate business recovery. “Physical fairs allow us to have face-to-face discussions and it's more effective if our buyers can feel and touch the products. At Yarn Expo we can understand the market needs directly while the market can also have direct access to our products,” said Mr Wan Jingyue, Sales Manager at Hi-Tech Fiber Group.

“Our main purpose of visiting Yarn Expo is to see what the industry's key development directions are, the production level and market focus. Since yarn itself is at the frontier – ahead of fabrics, new developments are necessary for the rest of the textile supply chain to keep up with, and we were able to find out about these new developments at Yarn Expo,”

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shared Ms Selina Xie, Senior Fabric Technologist at Tesco Joint Buying Service (Shanghai) Co Ltd.

Yarn Expo Autumn 2021 will be held concurrently with Intertextile Shanghai Apparel Fabrics – Autumn Edition, Intertextile Shanghai Home Textiles – Autumn Edition, PH Value and CHIC. Covering the entire textile supply chain, the fairs will create synergy and drive these industries' recovery. For buyers who cannot visit the fair in person, Yarn Expo's new AI-driven business matching platform will offer them a virtual sourcing experience by allowing them to search among the fair's diverse range of exhibitors online and schedule meetings with potential suppliers.

### **Yarn Expo Shenzhen captures vibrant opportunities in the Greater Bay Area**

Ms Wen continued, commenting on the new dates for Yarn Expo Shenzhen: "Over the last few years, the textile industry has been witnessing strong demand in the Asia Pacific region due to rapid population growth and urbanisation, along with the increasing requirements for yarns and fibres from different industries. The Greater Bay Area is also an important initiative for the Chinese government, which is why we developed the first Shenzhen edition last year. Moving Yarn Expo Shenzhen to November this year will allow us to better meet the sourcing needs of these regions, which increase towards the end of the year."

"From the visitors we have contacted at Yarn Expo Shenzhen, the desire to seek change and innovation was really strong and the new products we have brought to the fair were in line with these market needs. Our products attracted the attention of some high quality brands, including manufacturing companies from India, Korea as well as renowned domestic brands," said Mr Wang Ning Ning, CEO at Wuxi Si-Mian Textile Co Ltd at last year's edition.

Riding on the success of the debut edition of Yarn Expo Shenzhen in 2020, this year's edition will also take place concurrently with Intertextile Shenzhen Apparel Fabrics, PH Value and CHIC. "Yarn Expo Shenzhen successfully brought together the entire supply chain, from yarns and fabrics to apparel, all under one roof. We really appreciate this arrangement which is convenient and effective," commented Mr Liu Wenguo from Dezhou Hengfeng Textile Co Ltd.

Yarn Expo Autumn is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. For more details, please visit: [www.yarn-expo-autumn.com](http://www.yarn-expo-autumn.com). 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; and China Knitting Industrial Association. For more details, please visit: [www.yarnexpo-shenzhen.com](http://www.yarnexpo-shenzhen.com).

To find out more about all Messe Frankfurt textile fairs worldwide, please visit: [www.texpertise-network.com](http://www.texpertise-network.com).

Yarn Expo Autumn 2021  
Shanghai, China, 25 – 27 August

Yarn Expo Shenzhen 2021  
Shenzhen, China, 3 – 5 November

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### **Newsroom**

Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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](http://www.messefrankfurt.com)

\* preliminary figures 2020

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Shanghai, China, 25 – 27 August

Yarn Expo Shenzhen 2021  
Shenzhen, China, 3 – 5 November