

intertextile

SHANGHAI home textiles

China International Trade Fair for Home Textiles and Accessories - Autumn Edition
中国国际家用纺织品及辅料(秋冬)博览会

Autumn Edition

23 – 26.8.2017

www.intertextilehome.com

**The gateway
to Asia's home living**

National Exhibition and Convention Center
Shanghai, China



messe frankfurt

Connecting the whole-home furnishing industry

The 22nd edition of Intertextile Shanghai Home Textiles attracted 1,158 exhibitors from 30 countries and regions and 37,779 visitors from 98 countries and regions in 2016.



Editors & Whole Home

An increasing number of editors showcase their high-end brands at the fair. Together with the Whole Home exhibitors, the entire spectrum of home furnishing products is available



Upholstery Fabrics

Strong and focused base of international decorative fabrics suppliers



Wallcoverings

Enormous buyer base provides unlimited opportunities



Bedding and Towelling

Meet quality wholesalers, retailers and department stores which are looking for bedding products, towels, mattresses, duvets, fibres and more



Carpets & Rugs

Revealing the unique craft of handmade carpets



Non-Textiles

Tassels, blinds, curtain accessories and more complete the home decoration lineup



Intertextile Design Boutique

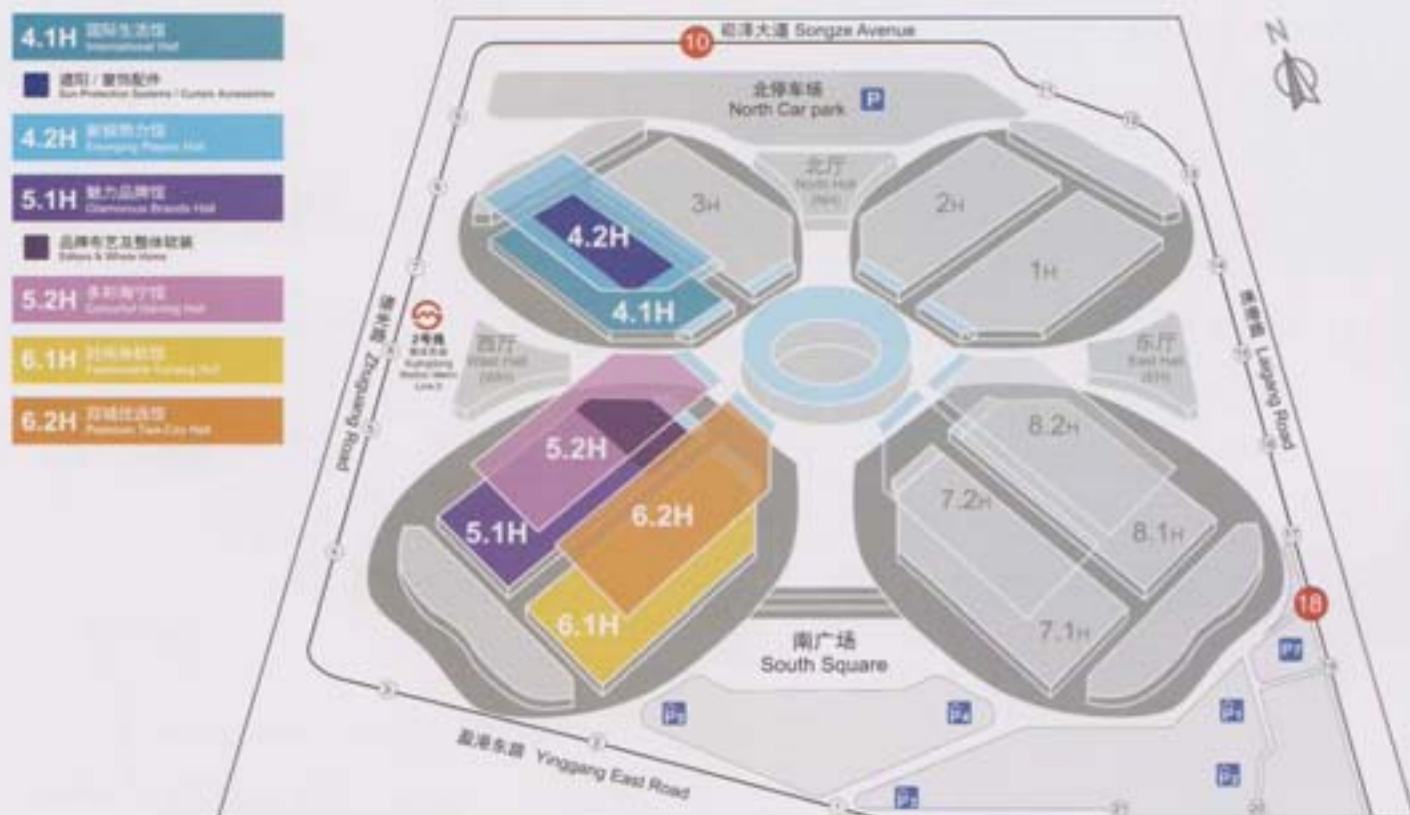
Original graphics and textile surface designs



Digital Printing

The latest digital printing technology for home textiles

The fair occupied six halls across 160,000 sqm gross area in 2016. Industry players presented the latest products to buyers from around the world.



* 2016 fair floorplan for reference.



2016 fair review

1,158 exhibitors from 30 countries and regions

Including Australia, Austria, Belarus, Belgium, China, Denmark, France, Germany, Hong Kong, Hungary, India, Indonesia, Iran, Israel, Italy, Japan, Korea, Malaysia, Mongolia, Morocco, the Netherlands, Pakistan, Portugal, Spain, Switzerland, Taiwan, Thailand, Turkey, the UK and the US

* underlined indicates new countries

7 country and region pavilions



Exhibitors include:

Editors & Whole Home

CASAMANCE

DESHINE GROUP

JAB

LAURENCE

LEGATON

LEZA

pt

pt

ZR

Upholstery & Curtain Fabrics

alps

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G.M. Syntex

Green City

LIBECO

PASALA

PASALA

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Bedding & Towelling

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Designers' Studio & Digital Printing

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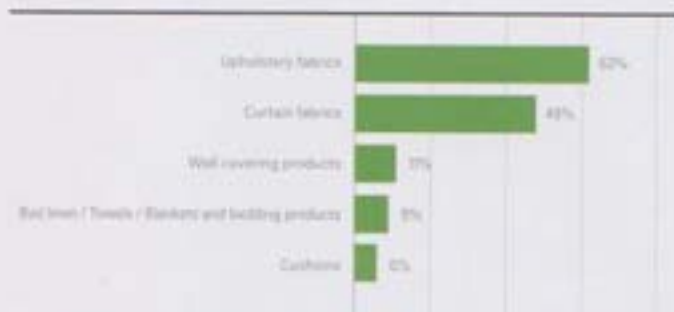
ADLER MINEDA

ADLER MINEDA

We met probably 90% new buyers and most of them are likely to have serious cooperation with us. The buyers' quality has improved over the years. It is the only fair we participate in China and Asia. It is definitely an effective platform to expand our business.

Mr Davide Goria, Managing Director,
Enzoangeli Anguoni, Italy

Top 5 exhibiting product categories

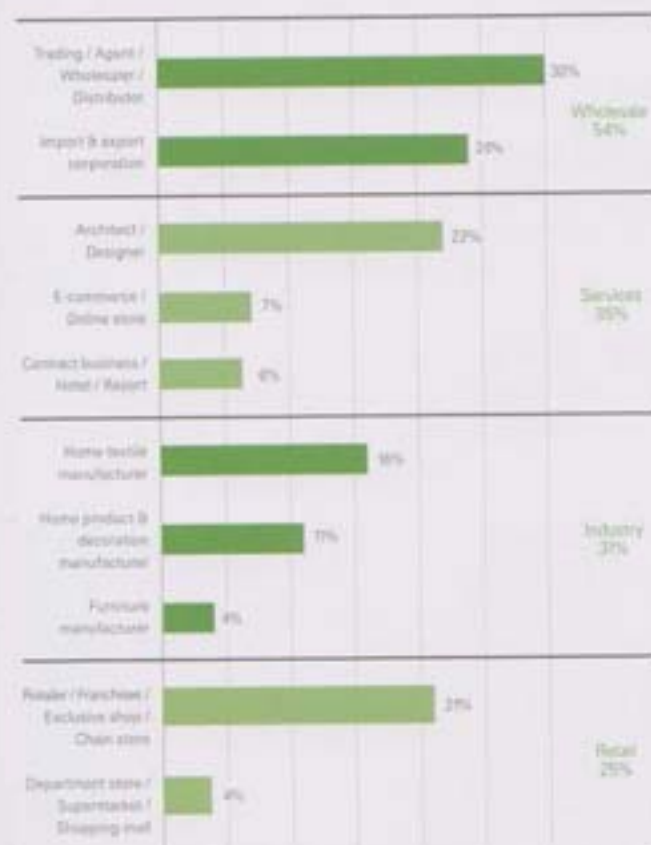


37,779 visitors from **98** countries and regions
Over 96% of visitors were satisfied with the fair

Top 10 visitor countries
(excluding Greater China)

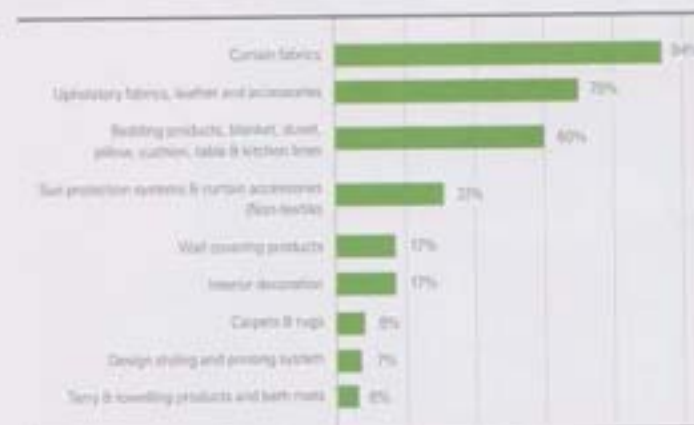


Business nature



Over 500 Business Matching meetings were made onsite between exhibitors and VIP buyers. Other buyers including Allingham Holdings, Carrefour, Fantastic Holding, Hermes-Otto International, Hirsh Bedner Associates, Maraqa Interiors, Mezanin-V, MGB Metro, Walmart and Zara Home also visited the fair for sourcing desirable products.

Main product interest



Visiting objectives



When all these exhibitors are put under one roof, I can meet many companies and save a lot of time. What initially takes me a month can now be done in a few days. We have been in this industry for 29 years so we know what we need, the pricing as well as the type of products we can sell.

*Mr Kirti Jumar Tejani, Managing Director,
Tejani holding (M) SDN.BHD, Malaysia*

Importance of the fair



Extending your exposure beyond the booths!

A series of fringe programme events are held in the fair, bringing inspiration to the industry. Exhibitors can gain more exposure by participating in these events and deliver the latest products and market information to a wide range of industry players.

InterDesign

Last year, the International Trend Committee, which was comprised of well-known designers and led by trend forecaster the NellyRodi™ Agency, developed the trend theme keyword for the upcoming year. The key word which applies to the home textiles industry for 2017 is **FAR AWAY**.

Trend Concept Exhibition - 'Distant Place for 11 People'

Two local curators invited nine well-known designers and six leading editor brands to present their unlimited imagination of FAR AWAY. A special display zone was set up to interpret the beautiful state of the themes via creativity and product displays.

Trend Area

Four trend themes were demonstrated by exhibitors' products, illustrating the practical adoption of the themes. Visitors could approach exhibitors' products in a more proactive and pleasant presentation.

Forum Space

Designers and trend experts shared their views on interior design and trend concepts.



Brand and Marketing Sharing

Exhibitors took the chance to release their new collections in the fair, bringing visitors the most cutting-edge products, reaching various kinds of buyers and media in one platform!

Technology

Testing and Certification Seminars along with Digital Printing Sharing Sessions delivered the latest technology information and applications in the industry.

Extra tailor-made onsite exposure

The fair cooperated with specific exhibitors to provide them with exclusive promotions. The special events in 2016 included,

Green Zone initiated by Lenzing presented green products representing naturalness, hygiene and well-being.

Trevira CS Design Challenge showcased leading editor brands with premium products in stylish home furnishing ideas.



Key buyers include:

Wholesale



Service



Industry



Retail



Intensive promotions throughout the year



All-year-round promotion prior to the fair until its conclusion ensures continuous exposure and publicity to a wide range of target audience. (Regular EDMs, leaflets, interviews, press release and more are available.)

Selected media coverage

ASIA
TODAY

中國新聞網
CHINA NEWS

好日子
HAPPY DAYS

CLOSE-UP

星島日報
SING TAO

COLLEZIONI

furniture
WORLD

世界家具網
WORLD FURNITURE

Home
Trends

星島日報
SING TAO

Asian Journal

PChouse

星島日報
SING TAO

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SING TAO

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SING TAO

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SING TAO

Textiles
Intelligence

Textiles Update

星島日報
SING TAO

WTN



2017 Show Details

Autumn Edition

Date: 23 – 26 August 2017

Venue

National Exhibition and Convention Center
Shanghai, China

Participation details

- Standard Package Booth
USD 350 / sqm (min 12 sqm)
- Designers' Studio
USD 350 / sqm (min 12 sqm)
- Raw Space
USD 300 / sqm (min 36 sqm)

Admission

Trade visitors only
Persons under 18 will not be admitted

Advisor

China National Textile and Apparel Council

Hosts

Beijing Hometex Expo Co Ltd
Messe Frankfurt (HK) Ltd

Organisers

China Home Textile Association
The Sub-Council of Textile Industry, CCPIT
Messe Frankfurt (HK) Ltd

Contact us today

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Intertextile Shanghai Home Textiles Spring Edition

Shanghai, China
15 – 17 March 2017

Interior Lifestyle Tokyo / Heimtextil Japan

Tokyo, Japan
14 – 16 June 2017

Heimtextil India

New Delhi, India
20 – 22 June 2017

Home Textiles Sourcing

New York, USA
17 – 19 July 2017

Interior Lifestyle China

Shanghai, China
14 – 16 September 2017

Heimtextil Russia

Moscow, Russia
20 – 22 September 2017

IFFT / Interior Lifestyle Living

Tokyo, Japan
20 – 22 November 2017

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