



# yarnexpo

China International Trade Fair for  
Fibres and Yarns

28 – 30.8.2023

National Exhibition and Convention  
Center (Shanghai), China

## International sourcing hub for yarns and fibres

[www.yarnexpo-autumn.com](http://www.yarnexpo-autumn.com)

# Exhibit this year and win new business opportunities

Located in **Shanghai**, China, **Yarn Expo** is the **largest yarn and fibre trade fair brand in the Asia-Pacific (APAC) region**. For two decades the fair has been the go-to platform for industry players to showcase their products and innovations to high-quality buyers from China, APAC and around the world.

As China lifts travel restrictions for inbound travellers, the fair's return as a global platform will provide a coveted opportunity for both domestic and international key players to expand their businesses in this ever-growing industry. Join Yarn Expo Autumn 2023 to get a head start on your competition.

## Your gateway to the world's largest high-potential market

The global yarn market is expected to **grow by USD 42.18 billion from 2022 – 2026**, with a **CAGR of 5.77%**. Among all the global regions, **APAC** will continue to be the dominant region in the market and is expected to take up **74% of the predicted market growth\***. Population growth, the introduction of new fabrics, and the worldwide adoption of new trends are bringing the potential of increasing demand for textile yarns in APAC region\*.

\*Sources: [www.prnewswire.com](http://www.prnewswire.com), [www.verifiedmarketresearch.com](http://www.verifiedmarketresearch.com)

### Show profile



**27,000** sqm  
of exhibition space



**429** exhibitors from  
**7** countries / regions



**13,000+** visitors

\*figures from 2021 fair





## Exhibitor's experience

"Yarn Expo Autumn is important to the yarn and fabric industry, especially when it serves as a communication platform for large and small companies to share market information and promote their new products. Holding a physical event is also crucial for business as buyers need to look at the products in person. We have achieved excellent results this year as there's been a fourfold increase in visitor enquiries."

**Ms Shaoping Li, Senior Manager of China Supply Chain, Marketing – Yarn and Home Textiles, Cotton Council International, USA**

## Visitor's feedback

"This year, I have seen a lot of great environmentally friendly, renewable and biodegradable products that represent the purchasing trends for this season. Yarn Expo Autumn has always maintained high quality exhibitors, and through business matching several of them have become our long-term partners. Sourcing here has been incredibly beneficial."

**Mr Carl He, General Manager, Enrich Fabrics & Cotton Branch Company, Guangzhou Textiles Holdings Limited, China**



## Value-adding digital marketing services



### Online and mobile exhibitor search

- Available on both the official show website and social media platform WeChat
- An additional platform to showcase your company and product details with tailor-made photos and introductions, to help you unlock more opportunities before, during and after the show



### E-Source

- All-in-one platform to connect with buyers from the Yarn Expo database
- AI-driven: proactively recommends potential business matches
- Make real-time connections without limitations of time and location
- Sponsorship packages available to enhance exposure



### Pre-event webinar promotion

- Organisers help recruit audience
- Introduce your advanced innovations before the fair
- Sharable links included in monthly fair e-newsletters as industry news



### Marketing and media support

- Expose your brand and innovations to Yarn Expo's worldwide database
- Reach over 310,000 Chinese trade buyers from 26 regions, and over 48,000 international trade visitors from 75+ countries and regions via e-mail
- Press publicity to over 100 Chinese and overseas media

## Gain valuable exposure in our fringe events

- China Knitted Yarn Fashion Trends
- China Fibre Fashion Trends
- New Fibre New World – Textile Materials Innovation Forum
- Product Presentations



### Fair facts

- Date: 28 – 30 August 2023  
Opening hours: 09:00 – 18:00  
Venue: National Exhibition and Convention Center (Shanghai), China  
Admission: Free admission, trade visitors only. Persons under 18 will not be admitted.

#### Contact

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[www.yarnexpochina.com](http://www.yarnexpochina.com)

Contact us today to reserve your booth!

## Multi-platform experience to optimise your business opportunities

- Three concurrent textile fairs

**intertextile**  
SHANGHAI apparel fabrics

**CHIC**



- Entire textile value chain gathered under one roof
- Synergy effect leads to additional quality buyers

