

Press release

7 July 2021

Cinte Techtextil China concluded with successful in-person and online editions

Liam Rodden
Tel. +852 2230 9217
liam.rodden@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.techtextilchina.com

CTC21 FR eng

The second edition of Cinte Techtextil China to take place since the post-pandemic recovery began was once again strongly appreciated by exhibitors and buyers for providing the opportunity to conduct business face-to-face from 22 – 24 June. The new Techtextil Digital Days online platform was also highly praised for connecting exhibitors with buyers unable to be at the Shanghai New International Expo Centre in-person. This edition marked the first time the fair took place on an annual basis, having been held biennially previously, with 366 exhibitors participating and 14,868 visits recorded.

“As we experienced at the 2020 edition last September, there has been a lot of positive feedback on the benefits of meeting in-person to conduct business, so we are glad to have provided this platform for the industry once again,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained as the fair concluded. “The Chinese technical textiles and nonwovens market is still experiencing high demand, especially for environmental protection and anti-bacterial products, and many participants anticipate this growth to continue in the near future. This is one reason why many exhibitors and buyers commented favourably on the fair now taking place annually.”

Techtextil Digital Days online platform proves beneficial in connecting exhibitors and overseas buyers

While the fair’s online platform last year was well received, for this edition a new element was added to connect exhibitors with buyers from around the world: Techtextil Digital Days @ Cinte Techtextil China. In particular, it was targeted at Chinese suppliers who would typically exhibit at Techtextil in Frankfurt and the buyers they would usually meet with at the fair. This opportunity was widely appreciated by exhibitors at the fair and global buyers before the next Techtextil due to take place in June 2022.

Exhibitor experiences

“This fair is a good opportunity to show our products to the Chinese market. It’s important that fairs like this are held to recover from the pandemic as you can showcase your new products with buyers and discuss face-to-face. We are very optimistic about the Chinese market,

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

we're expecting our best year ever in 2021, so we'll be back to exhibit here next year too. It's also beneficial to hold the fair annually. You have the opportunity to meet more people each time, and every year people have different requirements."

Mr Roberto Galante, Plant Manager, FMMG Technical Textiles (Suzhou) Co Ltd, China (Fil Man Made Group)

"Cinte Techtextil China always presents us with new business opportunities, and this year the buyers are of high quality as usual. As vaccines become more universally available, I expect the global industry to start growing in the second half of this year, and China will definitely have the largest growth. So we will be back next year with the German contingent."

Mr Wei Jia, Account Manager, PerlonNextrusion (Shanghai) Co Ltd, China

"After exhibiting at the fair for the first time last year we thought it was great, so we came again this year. The quality of the buyers is good, and we've found some new potential clients already. China is the only stable market at the moment, so I'm definitely optimistic about the prospects here. And it makes sense to hold the fair once a year as the domestic nonwovens industry is experiencing rapid growth."

Mr Eric Ni, Senior Manager, China Supply Chain Marketing, Fabrics, Garments and Nonwovens, Cotton Council International, USA

"Cinte Techtextil China is an ideal trade fair in China for nonwoven fabrics, so that's why most of our customers will visit. It is a great chance for us to have face-to-face interactions with the new and old customers. The fair has helped our business both pre- and post-pandemic, so we will continue to participate in future."

Ms Wang Kewei, Sales Manager, Beijing ORIT Co Ltd, China

"It is great to hold the fair annually as it allows us to connect with more customers from different segments. This year, we've been in contact with clients from the textile printing sector. Thanks to the huge market size in China there are a lot of opportunities on offer, and I forecast steady growth here in the future."

Mr Eddie Wan, General Manager, Fixatti (China) Polymer Specialties Co Ltd – a Bostik Company, China

"We participated in Techtextil Digital Days, and I think both online and offline exhibitions will become trends in the industry. Following on from the impacts of the pandemic, the fair has been a good opportunity for us to adjust our business strategies to capture more opportunities and meet with more clients in China. We will always support the fair and will exhibit again next year."

Mr Parry, Manager, Zhejiang Hontex New Material Co Ltd, China

Buyer feedback

"Cinte Techtextil China brings together cutting-edge technologies and products, allowing us to quickly learn about innovative technology trends. I'm particularly impressed by the biodegradable products I saw in the

Cinte Techtextil China
Shanghai New International Expo Centre
Shanghai, China, 22 – 24 June 2021

Innovation Showcase. I've found companies that I'm interested in and will ask them to send samples later on. There is a strong scientific research drive in China at present, so I'm optimistic that this industry is heading in the right direction. And I welcome the fact that the show is held once a year, this is beneficial for buyers like us."

Ms Claire Zhang, Senior Scientist, Personal Health, Philips Research China, Philips (China) Investment Co Ltd, China

"This is the best place in the country to find new products and innovations. The products are of high quality and match with my sourcing needs. We can also discover the trends for advanced technologies here, so we visit every year. This year we are looking for new materials, and have already connected with several companies and will have further discussions. I'm pleased Cinte Techtexil China will take place annually so we can keep abreast of the latest trends."

Mr Linbin, Technical Director, Zhejiang Xinna Medical Device Technology Co Ltd, China

Cinte Techtexil China's product categories cover 12 application areas, which comprehensively span the full range of potential uses of modern technical textiles and nonwovens. These categories also span the entire industry, from upstream technology and raw materials providers to finished fabrics, chemicals and other solutions. This full coverage of product groups and application areas ensures the fair is an effective business platform for the entire industry.

The fair is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Nonwovens & Industrial Textiles Association (CNITA). To find out more about the fair, please visit: www.techtextilchina.com. For more information about Messe Frankfurt's worldwide textile fairs, please visit: www.texpertise-network.com.

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Notes to editors:

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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.

Cinte Techtexil China
Shanghai New International Expo Centre
Shanghai, China, 22 – 24 June 2021

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. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 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

* preliminary figures 2020