

Press release

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Cinte Techtexsil China to offer hybrid solutions for exhibitors & buyers again

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Following the success of the first hybrid exhibition in September 2020, Cinte Techtexsil China will once again provide online solutions for exhibitors and buyers unable to attend the in-person fair this June. This edition also marks the first time the fair will take place annually, having been held biennially in the past. The fair will now run from 22 – 24 June 2021 at the Shanghai New International Expo Centre, a change to the date and venue that was previously announced.

Addressing the adjustments to this year's edition, Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained: "With the rapid changes taking place in the technical textiles and nonwovens industry, especially in the last year, having a more frequent platform for the industry to gather was something requested by many of our stakeholders recently. Due to the high worldwide need for medical and hygiene products, coupled with China's now-growing economy, strong domestic demand as well as solid industrial output which remained high throughout 2020, we expect nonwoven fabrics and related products to be highly sought-after at this edition. We have also made a slight change to the previously announced show date, shifting it to later in June to better suit the domestic sourcing calendar. The fair will also switch back to the Shanghai New International Expo Centre."

Online solutions for overseas exhibitors

Exhibitors unable to attend the fair in-person are able to submit their products for display in a dedicated showcase area at the fair, with various design options available to suit all needs. New digital marketing services are also on offer to provide further visibility, while webinars and livestreamed product presentations are likewise available. The fair's existing matchmaking service and sponsorship solutions can also be utilised by those companies partaking in the online exhibition.

Cinte Techtexsil 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.

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

Cinte Techtextil China 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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<https://cinte-techtextil-china.hk.messefrankfurt.com/shanghai/en/press/press-releases/2021/ctc21-pr2.html>

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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.

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

* preliminary figures 2020

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