

Press release

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International and domestic sustainable suppliers are on offer at Yarn Expo Spring, running from 17 – 19 March

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Since the global pandemic, environmental awareness among consumers and industries has only increased. And whilst an already prominent trend in the textile industry, the demand for natural and sustainable products continues to grow and influence yarn and fibre markets. At Yarn Expo Spring, a range of sustainable, natural and regenerated products can be found from both international and domestic suppliers, paving the way for a more eco-friendly industry. The fair will now take place from 17 – 19 March 2021, a week later than originally scheduled.

“In the next few years, I think environmental protection, sustainability, functionality and antibacterial aspects will be the key trends in the textile industry,” observed Mr Kent Wang, Sales Director of Shanghai Xinya New Material Technology Co Ltd at the previous edition of Yarn Expo. And notably, many companies have already modelled their businesses on sustainability, including Orkla Group: “We have been looking for sustainable products since before the pandemic. As we are a Nordic company, we have always had this in mind when it comes to sourcing sustainable products with recycled and organic cotton,” explained Ms Maggie Lu, Sourcing Manager at Orkla Group Procurement Hub Shanghai. Thus, the feedback from fair participants reaffirms the strong demand for environmentally aware and responsibly produced products.

Yarn Expo Spring will once again cater to these eco-friendly sourcing needs. From organic plant-based fibres such as cotton, hemp, jute, flax and coir, to regenerated and recycled products, sustainable yarns and fibres are easy to come by at the fair. And with a range of both international and domestic sustainable suppliers, there is something available for every buyer.

International suppliers of sustainable cotton on offer

Some international suppliers of organic and regenerated cotton exhibiting at the fair include:

- **Hengbang Textile (Vietnam):** their main products include recycled cotton yarn for socks, mops, gloves, knitting fabric, denim, weaving, cotton ropes, blankets, pet supplies and more.
- **Xiamen Naseem Trade (Pakistan):** will showcase organic / BCI yarn, 100% cotton single and double yarn, counts from 5 - 60s

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carded and combed knitting and weaving.

Highlighted domestic suppliers of plant-based fibres

With the increasing demand for sustainability worldwide, China's suppliers continue to offer more eco-friendly textile products. Some domestic exhibitors of naturally produced hemp products include: **Nantong Jinmiao Textile, Anhui Tengjia Flax Textile, Jiang Su Yuan Tian, Zhengzhou No 4 Cotton Textile** and others. In addition, **Tongling Worldsun Linen & Ramie Textile** and **Tongxiang Top Textile** are among domestic exhibitors that will showcase flax and ramie fibres.

Hybrid options make onsite sourcing easier and online sourcing smarter

In addition to the physical fair and in response to the current 'new normal' brought about by the pandemic, Yarn Expo's exhibitors will now also be online. With the show's AI-driven business matching platform, online and onsite buyers can connect with chosen suppliers via emails, instant messaging and video calls. What's more, 'hybrid exhibitors' are able to display their products onsite at the dedicated showcase area for buyers to examine in-person. So regardless of location and travel restrictions, exhibitors and buyers can participate in the show and facilitate much-needed business interactions.

Yarn Expo Spring is organised by Messe Frankfurt (HK) Ltd and the Sub-Council of Textile Industry, CCPIT. The fair will be held concurrently with Intertextile Shanghai Apparel Fabrics – Spring Edition, Intertextile Shanghai Home Textiles – Spring Edition, PH Value and CHIC at the National Exhibition and Convention Center (Shanghai). For further information, please visit: www.yarn-expo-spring.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Notes to editors:

Further press information & picture material

<https://yarn-expo-spring.hk.messefrankfurt.com/shanghai/en/press.html>

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

Yarn Expo Spring
Shanghai, China, 17 – 19 March 2021

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