

MF/HK：プレスリリース（2022.04.29）

8月開催のインターテキスタイル上海はAW及びSS ソーシングをサポート

インターテキスタイル上海 2022 年秋版は 8 月 29 日～31 日の三日間開催に向けて準備を整えている。会場は今回も中国国家会展中心（上海）。来場者は国際的に評価の高いこの展示会からのサポートを通じ、好条件の揃う中国市場からのメリットが多いに期待できる。

マッキンゼー及びファッション・ビジネスの共同リポートによると、中国・米国に続き欧州市場の強い回復と共に 2022 年の世界的なファッション市場の売上は 2019 年を 3－8% 上回るであろうとみている。中国税関当局によると昨年の中国のオンライン取引ブーム及び海外の e コマース全体が 15% 伸びたことによるところが大きいとみられている。又。中国紡織工業联合会（China National Textile & Apparel Council）による分析でも中国のテキスタイル工業及び海外貿易が再び軌道に乗りつつあり 2021 年のアパレル及びアクセサリ関連品の輸出は 3346.3 億ドルという最高基準に達したことを示している。これらの記録からもファッション業界の回復力が見て取れ、この前例のない困難な時代を経て更に強化された順応性、革新性そして新たな戦略といったものを示している。

MF（HK）シニア・ジェネラル・マネージャー、Wendy Wen 女史は 8 月の展示会開催時期発表に先立ち次のようにコメントした：「不安定要素の多い現状にも拘わらず今年後半期はテキスタイル業界にとってあらゆる兆候がポジティブな方向を示しています。春版が 8 月の秋版に統合され又その後深圳展の開催も予定されておりますので、多くのビジネスチャンスを提供できるインターテキスタイルにというソーシング・イベントにて出展者と来場者の皆様をお迎えすることを楽しみにしております。」

中国ではサステナビリティ&デジタル・プリントが需要のトップを占める：

サステナビリティは 2022 年そしてそれ以降も最重要課題として需要の高い要素となることは間違いない。そのためインターテキスタイルの全ての製品ゾーンにおいて出品されるアパレル・アクセサリ製品には環境に配慮した品質のものが連なる。又今回も「All About Sustainability Zone」はアパレル業界の‘グリーン’関連に特化した製品が出品されるエリアとなる。

又、アジア太平洋地域でのデジタルプリントへの需要は高まっており、インド・中国を筆頭にこの地域が世界中のデジタル・テキスタイル・プリント市場の最大シェアを占めると見込まれている。従って今後市場ではプリント素材への需要が増加するとみられインターテキスタイル 8 月展ではデジタル・プリント・ゾーンも必見エリアとなるであろう。

- Intertextile Shanghai Apparel Fabrics Autumn Edition 2022 は 2022 年 8 月 29 日 – 31 日迄以下の展示会と中国国家会展中心にて同時開催される：

Yarn Expo Autumn / CHIC / PH Value Messe Frankfurt (HK) Ltd / the Sub-Council of Textile Industry, CCPIT / the China Textile Information Centre.

- 以下の団体・組織による共催

Messe Frankfurt (HK) Ltd / the Sub-Council of Textile Industry, CCPIT./ the China Textile Information Centre

- プレスリリース(ダウンロード用):

<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press/press-releases/2022/ITSA22-PR1.html#download>

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(訳: YW LINKS)

August dates for Intertextile Apparel to support A/W and S/S sourcing in Shanghai

Shanghai is ready to welcome the apparel industry for three days of business interactions and product sourcing, from 29 – 31 August this year at Intertextile

Shanghai Apparel Fabrics – Autumn Edition. Fairgoers can look forward to profiting from the favourable conditions of the Chinese market with support from the global apparel textile flagship’s reputable platform. The fair will again be held at the National Convention and Exhibition Center.

A joint report by McKinsey and The Business of Fashion estimates that global fashion sales in 2022 will surpass 2019 levels by between 3 – 8%, with the strongest recovery to be seen in China and the US markets, followed by Europe. This has been aided by a boom in online commerce in China over the last year, with total international e-commerce transactions climbing 15%, according to China Customs. Statistics from the China National Textile and Apparel Council also show that China’s textile industry and foreign trade is back on track, with exports of apparel and accessories items reaching a record high of USD 334.63 billion in 2021. These reports encapsulate the resilience of the fashion industry, which has shown adaptability, innovation and the introduction of new strategies enforced by unprecedented and challenging times.

Participants at the latest autumn edition echoed this forecast, noting the strong recovery in the Chinese market, such as Ms Renee Tang, Chief Executive Officer of Shanghai Run Unison Enterprise who represented Linton Tweeds from the UK. Ms Tang commented: “China’s textile industry is now booming and has done especially well in bouncing back from the disruption of the pandemic. We have also found that the addition of more foreign fabrics has further driven development within China’s entire textile and clothing industry, introducing additional trends and product development.”

It is also the reason why fairgoers look to this year with positivity, Ms Eva Nixon Wang, Co-Founder of Nuvelle who was sourcing at the Autumn 2021 Edition explained: “Looking ahead, I’m definitely optimistic about the Chinese market, as there’s more innovation and more developments in the industry happening here than ever before.” She continued, noting why Intertextile is their chosen platform to reap from the opportunities in the Chinese market: “I am sourcing for functional fabrics and there are so many options to choose from, it’s really exciting. The fair is a very efficient sourcing platform, because I can find all the suppliers I need here, in one place.”

Senior General Manager of Messe Frankfurt (HK) Ltd, Ms Wendy Wen said ahead of the August show dates announcement: “Despite existing uncertainty, all signs point to a positive latter half of the year for the industry. With the Spring Edition merging with the Autumn Edition in August, followed by the Shenzhen Edition later on, we very much

look forward to connecting and welcoming our exhibitors and visitors to Intertextile's sourcing events that provide an array of business opportunities to industry players."

Sustainability and digital printing top the demands in China

"The 14th five-year plan for the textile industry" by the China National Textile and Apparel Council, signifies the country's increasing efforts to develop a more green fashion and apparel industry. Goals include advancing the research and development of key technologies for bio-based fibres, raw materials and their end product applications, to upgrade the quality, sophistication and overall sustainability of the sector.

This movement in the Chinese market has been noticed by many participants at recent editions of the fair, including Mr Anson Su, Sales Agent of Bossa Ticaret Ve Sanayi Isletmeleri TAS from Turkey: "Our main products are recycled denim fabrics made from sustainable processes. These products are already popular in Europe and the US but we have seen that Chinese brands are now also willing to pay for these high-quality fabrics, which is why we have brought them to the fair."

Sustainability is sure to be the overriding in-demand feature of products throughout 2022 and beyond, with apparel and accessories items across all product zones at Intertextile boasting eco-friendly qualities. And again, the dedicated All About Sustainability zone will be a stand-out area at the fair for all things green, in the apparel industry.

Meanwhile, digital printing demand in Asia Pacific is on the rise as the region is anticipated to hold the largest portion of the global digital textile printing market share, with India and China expected to be leading countries. The growing needs for printed fabrics are likely to bolster the growth of the market, making the Digital Printing Zone at Intertextile one to watch this August.

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2022 will be held concurrently with Yarn Expo Autumn, CHIC and PH Value from 29 – 31 August 2022 at the National Exhibition and Convention Center (Shanghai). The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre.

For more details, please visit: www.intertextileapparel.com. To find out more about all Messe Frankfurt textile fairs worldwide, please visit: www.textpertise-network.com.

Notes to editors:

Download this press release:

<https://intertextile-shanghai-apparel-fabrics-spring.hk.messefrankfurt.com/shanghai/en/press/press-releases/2022/ITSA22-PR1.html#download>

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