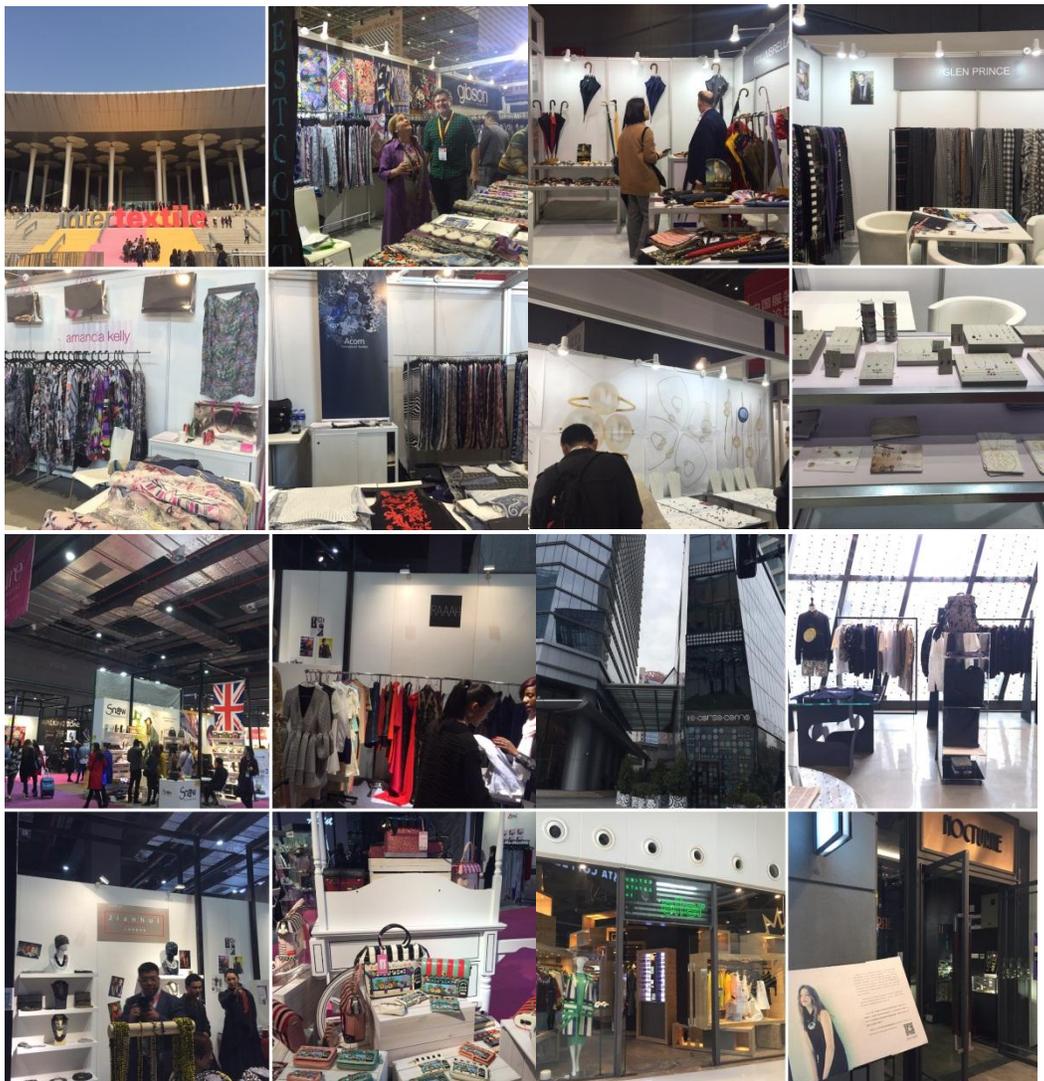


Shanghai Market Week

16-18 March 2016



Intertextile Shanghai – Spring Edition

Intertextile Shanghai is one of the largest apparel fabric and accessories exhibitions in the world. This show provides an excellent opportunity for overseas suppliers to enter and strengthen their positions in the Chinese market. The majority of buyers are from China but there were visitors from all over the world including Korea, Japan, Hong Kong and Europe.

12 British companies exhibited in the European area in Hall 7.2 with 9 companies receiving grant support from UK Trade and Investment. The exhibitors were happy with the new position of their stands. The UK exhibitors had a busy show and many have already rebooked for the main Autumn edition.

Facts and figures

At the time of writing this report, the show organisers, Messe Frankfurt had not published visitor figures for the Spring edition. Here are the figures for the 2015 Autumn edition:

Exhibition space	50,000 sqm gross
No. of visitors /countries	over 62,000 visitors from 88 countries and regions
No. of exhibitors	2,600 exhibitors from 24 countries and regions

Note: the Autumn edition is usually the larger of the two annual editions

As part of our **#BRITSAROUNDTHEWORLD** campaign, UKFT promoted all the British exhibitors under the **#BRITSINSHANGHAI** banner. The list of UK exhibitors can be found here:

http://www.ukft.org/documents/about/brits_around/Brits%20in%20Shanghai_Postcard_02_02_16.pdf

Images from the shows can be viewed from our facebook page https://www.facebook.com/UKFT-103335403069814/photos_stream?tab=photos_albums .

The next Autumn edition will be held on 11-13 October 2016.

CHIC Shanghai

According to recently published figures from CHIC, over 104,500 professional visitors visited the show from 68 countries/regions. A total of 1300 brands exhibited at CHIC this season, with the majority of the exhibitors being Chinese. There were also large groups from Taiwan, Korea and rest of Asia.

As with previous editions, there were substantial pavilions representing France, Italy and Germany. This season, 4 British brands exhibited within the Paris Forever section of CHIC with the remaining 10 at Pure Shanghai, also part of CHIC.

The majority of the exhibitors at CHIC are from Greater China but within the International Halls there are there are three groups:

Pure Shanghai is an exhibition within an exhibition, organised by the UK's i2i Events, organisers of Pure London. This is the third time that Pure have shown in China as part of a new expansion programme and the second time as part of the CHIC show. Pure Shanghai is an open show format with free access to all buyers and exhibitors there liked the new position in Hall 4.1. The organisers have substantially improved the look and feel of the exhibition. Of the 20 + exhibitors in Pure Shanghai, 10 were from the UK, including repeat exhibitors: Ness, Vendula London, RAAAH and French Sole.

Paris Forever, organised by the French Womenswear Federation, has been a regular feature of CHIC ever since its early days in Beijing. Whilst this section is branded as French, there are regularly a number of international brands within it including some from Belgium and the UK. The organisers know the Chinese market extremely well. They have an experienced and well-respected consultant specifically targeting the better buyers in the market. Visitors to the pavilion had to produce a business card before being allowed past the reception. The British contingent were Fox Umbrellas, Glen Prince, Melissa McArthur and Perle de Lune.

Moda Italia has been present at CHIC for nearly as long as Paris Forever. Like its French counterpart, the Italian section is produced to an exceptionally high standard and includes a café and a catwalk area, thanks to significant long-term investment from the Italian government. Only Italian exhibitors are allowed to be featured in this section. There was a reception desk to ensure that only accredited buyers and press were allowed to enter the Italian section.

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