



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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To: Members of the Council

**Sub : Inviting Participation at Yarn Expo Shanghai, 10-12 March 2021 on Virtual Platform**

**Dear Member,**

This is to inform you that the Council is organising a group participation at "Yarn Expo Shanghai" on Virtual Platform being organized by Messe Frankfurt (HK) Ltd., from 10 - 12 March, 2021 and inviting application for participation.

Due to COVID-19 pandemic the fair organizers, Messe Frankfurt (HK) Ltd., has decided to host the March 2021 edition of Yarn Expo **on a Hybrid format (Physical + Virtual Platform)**.

**The virtual edition of the shows will be held from 10 to 12 March, 2021.** By participating in the Virtual Platform, exhibitors will have a chance to stay relevant and meet buyers during a time when travel restrictions are in place. Virtual Platform is expected to open a multitude of opportunities for Indian suppliers to reconnect with current customers while providing additional avenues to potential clients.

**About Yarn Expo 2021, Shanghai - Hybrid Exhibition**

Dates: 10 – 12 March, 2021 [3 days]

Venue: National Exhibition and Convention Centre (Shanghai), China

Yarn Expo Fair, Shanghai is the meeting point with importers visiting from all over the world.

As the world continues to overcome disruption caused by COVID-19, China has been one of the fastest recovering markets. With the government's intense stimulating measures, China's economy reported growth in the second quarter after a decline at the start of 2020. According to the National Bureau of Statistics, the country's GDP rose 3.2% in the second quarter from a year earlier.

**Participation fee:** Rs.1,60,000/- (Rs. One Lakh Sixty Thousand only) per participating

company.

**MAI support:** The Council has applied for MAI funding for participation at this event and await approvals. In case of approval of grants under MAI scheme, eligible exporters will get a refund of part of the participation fee as per eligibility criteria.

### **Application Form:**

Exporters registered with TEXPROCIL and other Textile & Apparel EPCs can apply for participation in this event. Members Interested to participate are requested to send their confirmation email to [ravi@texprocil.org](mailto:ravi@texprocil.org) / [priya@texprocil.org](mailto:priya@texprocil.org) and also send full participation fee of Rs 1,60,000 **through RTGS as per details mentioned below on or before 25th November, 2020.**

State Bank of India, Opera House Branch, Mumbai

Current Account No. [11107497602](#)

IFS Code: SBIN0001417

Beneficiary: The Cotton Textiles Export Promotion Council

PAN no: AAAAT9241M

(Please email us UTR Number after remittance)

### **Fair Overview**

With 16 years development, Yarn Expo has become Asia's prime trade marketplace in the industry. Offering a full spectrum of yarn and fibre products that reflect industry trends, this fast-developing show attracts high-quality buyers from China and around the world.

### **Figures from Yarn Expo in 2019 Spring Edition:**

468 exhibitors from 12 countries & regions

28,302 visitors from 87 countries & regions

### **Figures from Yarn Expo in 2020 September Autumn Edition:**

(under travel restrictions due to COVID-19)

419 exhibitors from 6 countries & regions

15,707 visitors from 22 countries & regions

### **Product**

Five major product categories cater to trends and attract a wide market:

Cotton, Wool, Synthetic, Functional, Fancy

### **Market demand**

China is the single largest importer of cotton yarn in the world with 1,952 million kgs import in the year 2019, of which India's share is 16.32 % (319 Mn Kgs). Ranked at 2nd position, next only to Vietnam, there is a vast scope to increase India's market share in supply of cotton yarn to China.

### **Hybrid Package Overview**

1. **Customized showcase for Indian exhibitors**

2. **Value-added service & Online meetings** - Online business matching platform

**How does it help to access onsite buyers?**

### **In Physical Fair – Display Showcase**

- To provide a prominent showcase area to display products, so to let the onsite buyers to feel and touch the texture
- Laptop provided to present virtual exhibitor company's or products' video
- To help collecting name cards by onsite staff
- To generate QR-code to company website for onsite buyers

### **In Virtual Fair – Online Business Matching Platform**

- All-in-one platform to connect buyers in Yarn Expo database
- AI-driven: Proactively recommend potential business matches
- Product showcase with detailed description
- Schedule video meetings
- Instant messenger available

### **E-catalogue**

- Available on the fair's official website a month before fair's opening
- Provide your contact details for potential buyers to connect with you prior to the show

### **Marketing and media support**

- Share your latest products and innovations to Yarn Expo's worldwide database
- Direct e-mailing to 310,000+ Chinese trade buyers from 26+ regions and over 48,000+ trade visitors from 75+ countries and regions
- Press publicity to 60+ Chinese media and 40+ overseas media

### **Preparation & promotion**

- Submit your product information to the organiser to share via the fair's social media platforms, press releases and e-newsletters
- Enrol in the fair's sponsorship & advertisement package to maximise your brand exposure before and during the fair
- Apply for fringe programme

Should you require any other information in this matter, we will be glad to answer the same. For further details please contact:

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Engineering Centre, 5th Floor  
9 Mathew Road  
Mumbai-400 004

E-Mail: [ravi@texprocil.org](mailto:ravi@texprocil.org) (or) [priya@texprocil.org](mailto:priya@texprocil.org)

Being an esteemed member of the Council & a leading exporter of cotton textiles, we solicit your participation in this Virtual event, thereby supporting initiatives by the Council.

Regards,

**N. Ravindranathan**

**Director**

**::TEXPROCIL::**

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