To: Members of the Council

Sub: Inviting Participation at ‘Yarn Expo’ & ‘Intertextile Shanghai Apparel Fabrics’, Shanghai, China, 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’ & ‘Intertextile Shanghai Apparel Fabrics (ITSAF)’ Shanghai, China 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 & Intertextile Shanghai Apparel Fabrics (ITSAF), Shanghai 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 & Intertextile, Shanghai - Hybrid Exhibition

Dates: 10 – 12 March, 2021 [3 days]

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

The show will run 2 weeks before the show dates + 3 show days + 4 weeks after the show.

Yarn Expo & Intertextile Apparel Fabrics 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**

Members interested to participate are requested to fill up the attached Application Form and send it to us along with Cheque / DD Favouring 'The Cotton Textiles Export Promotion Council' payable at Mumbai. OR through RTGS as per details mentioned below:

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)

Last date for sending application and payment is 31-12.2020.

**Application for Yarn Expo March 2021** ([click here](#))

**Application for InterTextile Fabric March 2021** ([click here](#))

**Application for Accessories Zone March 2021** ([click here](#))

**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.

**Participated at Yarn Expo in 2020 September Autumn Edition:**

419 exhibitors from 6 countries & regions

15,707 visitors from 22 countries & regions

**Participated at Intertextile Shanghai Apparel Fabrics in September 2019**

3,273 exhibitors (from 23 countries and regions)

94,661 trade visitors (from 110 countries and regions)

**Product**
All types of Yarn & Fabrics

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:

Mr. N Ravindranathan / Mrs. Priya
The Cotton Textiles Export Promotion Council
Engineering Centre, 5th Floor
9 Mathew Road
Mumbai-400 004
E-Mail: ravi@texprocil.org (or) 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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