



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' & '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**

### 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  
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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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