



HONG KONG - LONDON - NEW YORK - PARIS - SHANGHAI

B2B EVENT IN SHANGHAI

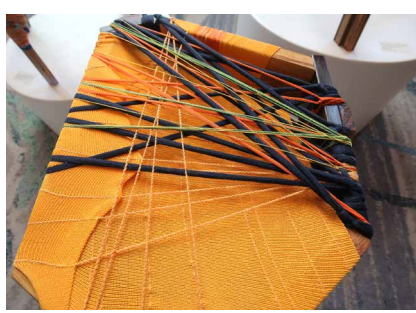
8-9 OCTOBER 2021



FIBRES | YARNS | KNITS | CIRCULAR KNITS | ACTIVEWEAR | SOCKS | HAND-KNITTING WOOLS

ANALYSIS REPORT

AUTUMN/WINTER 2022



Rather than reluctantly postpone the show to another out-of-season slot that we felt had run out of timing, we opted for the solution of presenting the best of the show in a different way, to maintain the dialogue.

In a matter of days, we quickly found the right space to bring together exhibitors looking for opportunities to exhibit, recreated a space that was both aesthetically pleasing and interactive, and hosted a number of SPINTALKS seminars. As a result, SPINEXPO successfully held its first B2B business showcase at the Radisson Hotel Shanghai Yangzijiang within the same time frame as the original show, and brought together some 980 potential buyers (about 575 companies) for 45 exhibitors.

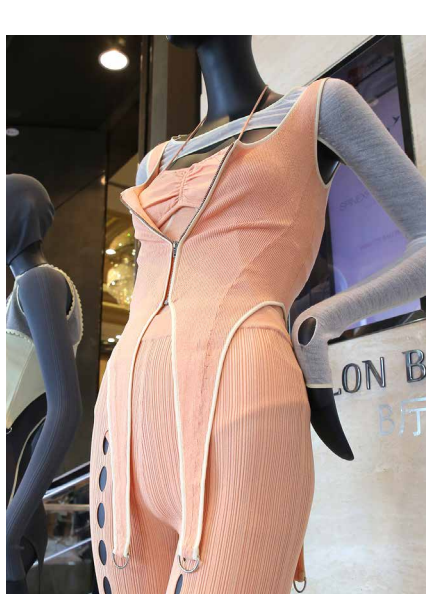
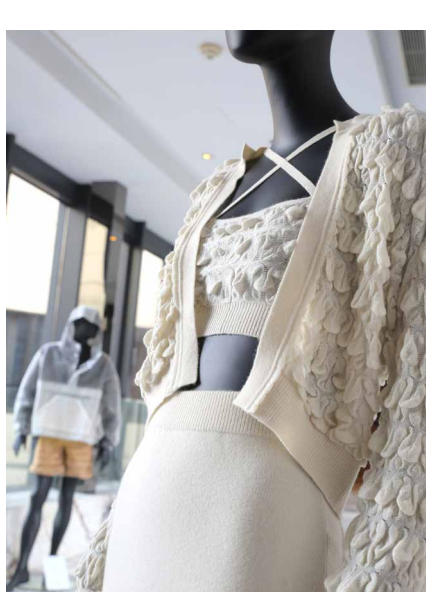
The atmosphere was dynamic and stimulating, a combination of cutting-edge trend directions, a high quality offer from exhibitors and a new concept for seminar presentations. The plebiscite of visitors from China's most renowned brands and the purchasing offices of foreign companies confirmed that SPINEXPO is and remains an important showcase for the global textile industry.

This valuable experience has also given us strong confirmation that it is important not to wait around, but to take the initiative to come closer to buyers. It also convinced us that, in difficult times like we are presently experiencing, it is necessary to organise smaller events in different cities and countries, in addition to the two major trade fairs that represent the industry's showcase each year. As long as travel remains difficult, we need to find effective ways of staying connected with our customers.

The next SPINEXPO™ Shanghai will take place on 22-23-24 March 2022 at the Expo Exhibition and Convention Center. Prior to the show, we will be holding a B2B event at The Space in Hong Kong on 12-13 January 2022, followed by another B2B at The Brewery in London on 18-19 January 2022. We are also considering the feasibility of other B2B events elsewhere and aim to release the exact venues and dates soon.

*Your trust, feedback and support is greatly appreciated.
We are honoured and proud to help you meet your buyers and customers
in a professional and quality showcase !*

From the SPINEXPO team!



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Visit our new website **SPINEXPLORE**, dedicated to trends and products:
WWW.SPINEXPLORE.COM

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save
the
dates



B2B EVENT
HONG KONG
12-13 JANUARY
2022
THE SPACE

B2B EVENT
LONDON
18-19 JANUARY
2022
THE BREWERY

37TH SESSION
SHANGHAI
22-23-24 MARCH
2022
WORLD EXPO EXHIBITION
& CONVENTION CENTRE