

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** F WE WERE TO ASK WHAT THESE PAST TWO YEARS HAVE TAUGHT

> US, IT WOULD BE THAT CHANGE IS THE ONLY CONSTANT TRUTH. EXPERIENCING CANCELLATION AND POSTPONEMENT AFTER CANCELLATION, IT WOULD HAVE BEEN EASY TO BECOME A VICTIM OF A SITUATION THAT WAS BEYOND OUR CONTROL.

> Organising an event like SPINEXPO, which is full of creative content, means months of hard work and preparation: this is our commitment to



all exhibitors and visitors. The need not only to create an event but also to present the best possible product has been an important challenge that our entire team has taken on constantly over the years. This valuable experience has helped us to remain steadfast in our goals, ready to take on new challenges and to be flexible. This is why, when it was officially decided to cancel all events in Shanghai until the end of November 2021 except for Intertextile, SPINEXPO

immediately decided to move forward with the project and quickly find an alternative that would allow us to continue to make our presence felt in the industry and be an effective link between suppliers and buyers, designers and visitors.







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

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.

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 cuttingedge 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

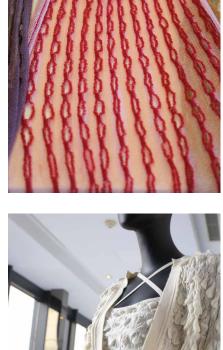
industry's showcase each year. As long as travel remains difficult, we need to find effective ways of staying connected with our customers.

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!









Visit our new website SPINEXPLORE, dedicated to trends and products:

WWW.SPINEXPO.COM

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**B2B EVENT** HONG KONG 12-13 JANUARY 2022 THE SPACE

**B2B EVENT** LONDON 18-19 JANUARY THE BREWERY

37<sup>™</sup> SESSION SHANGHAI 22-23-24 MARCH 2022 WORLD EXPO EXHIBITION & CONVENTION CENTRE