



HONG KONG - NEW YORK - PARIS - SHANGHAI

ANALYSIS SPINEXPO™ B2B PARIS

AUTUMN/WINTER 2024-25

5-6 JULY 2023



YARNS – FIBRES – KNITWEAR – KNITTED PRODUCTS

THE LAST SPINEXPO™ B2B PARIS SESSION WAS HELD AT « ESPACE JOSEPH », RUE DE TURENNE, A VENUE THAT HAS BECOME TOO SMALL FOR US TO SET UP NICELY, AND WHICH IS BADLY MANAGED, MAKING IT DIFFICULT TO HOLD AN EVENT LIKE SPINEXPO™, WHOSE STRATEGY IS TO TARGET THE TOP END OF THE SECTOR.

TOTAL VISITORS

Total: 370

Re-entry 35

25 Countries

EU: 294 - America: 14 - Asia: 39

VISITORS' PROFIL



- Sourcing offices: 33%
- Fashion brands: 25%
- Garments manufacturers: 16%
- Design offices: 14%
- Knitwear manufacturers: 12%

PURPOSE OF VISIT

Buy	64%
Meet suppliers	21%
Meet potential clients	8%
get inspiration	7%

What's more, the Venue is hosting a competing B2B event targeting French buyers on the same site creating confusion among buyers from outside France.

The SPINEXPO™ B2Bs were initially created to enable exhibitors at SPINEXPO™ Shanghai to continue to maintain close commercial relations with their European customers through their European agents in the area during the Covid lockdowns. We welcomed agents from all of EU and started a very nice focused presentation that we were proud to organize. The reopening of the borders means that exhibitors can come themselves and most have replaced their European agents with Asian agents, which has turned this B2B into a meeting of Chinese exhibitors. We heard many comments from visitors noting that they had just visited China Town... this is surely not the image we are aiming to market in Europe.

SPINEXPO™ is an international exhibition organiser. It is in no way subsidised by the Chinese chambers of commerce and intends to remain international and independent. There are "plural" trade fairs in Europe that bring together exhibitors from different geographical areas or countries in large pavilions, where it is perfectly normal to exhibit as in China. The market in EU is not focused on finding new suppliers, but better products, and, as SPINEXPO™, we prefer to continue serving our partner exhibitors than to host a larger number of exhibiting companies that we don't consider our target.

For these reasons, we want to take our time to decide whether or not we will continue organising these B2Bs, or if we do, how we want to organise them.

There will be no Spring/Summer 24 session in Paris in January/February. We will inform you of our decision to continue or not shortly.