



HONG KONG - NEW YORK - PARIS - SHANGHAI

RESULTS & ANALYSIS SHANGHAI SPINEXPO™

SPRING/SUMMER 2025-26

5-6-7 MARCH 2024



YARNS – FIBRES – KNITWEAR – KNITTED PRODUCTS

SPINEXPO™ FACILITATES CONNECTIONS BETWEEN GLOBAL BRANDS & SUPPLIERS

The disruptions experienced in 2023 have adversely affected the economy, including the clothing industry, which has struggled to sustain itself. However, the long-term impact on companies with global reach and export capabilities has been relatively low.

The implementation of China's visa-free policy for overseas countries has resulted in a gradual return of foreign buyers to this Spring Summer session SPINEXPO™ in Shanghai, with a different origin: the Russian Federation has replaced USA buyers, but EU buyers are slowly returning.

Our exhibition serves as a professional trade show for international trade, and the upcoming Autumn/Winter exhibition should be expected to attract an even larger number of global buyers, we plan to reinforce the screening of visitors and the registration and only accept the “competition” on day 3.

In recent years, there has been a significant increase in the number of trade shows both domestically and internationally, while the planning of non-professional exhibitions has experienced a rapid decline. Exhibitors must prioritize a thorough evaluation of their business model, meticulously select suitable products, and strategically identify professional trade shows that effectively cater to their target audience. Engaging in a haphazard approach of participating in multiple trade shows with a reliance on luck is ill-advised, as it can lead to squandered efforts and constrained outcomes.

Direct engagement with buyers from Paris, Hong Kong, and Shanghai has revealed a positive recovery in the market. This reaffirms our understanding of market dynamics and highlights a significant shift in global buyers' procurement strategies. Rather than engaging in bulk purchases of individual products, buyers now prefer smaller quantities, multiple batches, and high-quality offerings.

This represents a long-term trend towards development and innovation, which we, as the exhibition organizers, have actively advocated. Notably, the recent Shanghai exhibition witnessed considerable interest and inquiries from customers regarding the new products showcased in the SPINEXPLORE area. The raw space exhibitors at this Shanghai session have undergone remarkable enhancements in terms of product offerings and presentation, garnering enthusiastic praise from a multitude of clients. Exhibitors with standard booths face the distinct challenge of effectively showcasing their distinctive products within the confines of limited space while maintaining an environment that is both harmonious and well-organized. In light of this, our team is committed to providing exhibitors with timely support and assistance in meeting these demands.

As a global exhibition organizer specializing in spinning & knitwear, we have been at the forefront of facilitating connections between global brands and suppliers. We take this opportunity to express our gratitude to all the exhibitors for their professionalism and commitment to delivering high-quality products, thereby enriching the SPINEXPO experience for buyers worldwide.

And a special thanks to WANZI for inspiring both exhibitors and visitors with a new direction in yarn blends.

Looking ahead, we are eager to collaborate with exhibitors in our pursuit of progress, continuous breakthroughs, and innovation. We aim to present even more captivating offerings during the upcoming autumn and winter seasons, thus further enhancing the industry landscape. We also intend to identify further our VIP clients and re-establish the VIP lounge with special privileges. We would welcome the exhibitors' help in supplying ahead of the opening day a list of clients they would like to service better.

K. Van Tassel



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RESULTS OF THE SHOW

TOTAL VISITORS (DAYS 1-2-3)

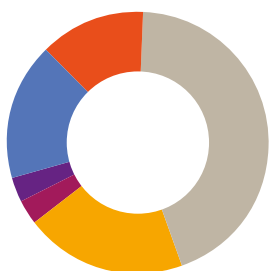
Total: 9128

We welcomed 2498 visitors on the first rainy day, just after the China Lunar Calendar Festival. Many companies waited for the second and third day, after dealing with the follow-up of the business that waited for their return from vacation.

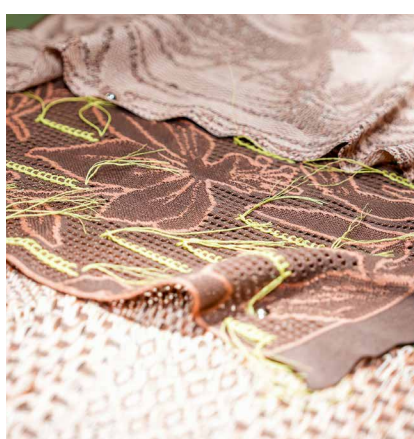
The second day witnessed the registration of 4216 visitors and 426 re-entries.

The third day was unexpectedly a very good day, with buyers still in booths at 4.00 pm. 2414 visitors and 335 re-entries, bringing the total visitors to 8 367 and 761 re-entries, for a global number of 9128 visitors.

PERCENTAGE BY BUSINESS ACTIVITY



- **17%** Fashion Brands, Department stores, wholesalers, retailers
- **13%** Knitwear & garments manufacturers, Trading Company (Garments)
- **44%** Spinner, Trading Company (Yarns), Agents of Spinner
- **20%** Independent Design Consultant
- **3%** Students/teachers
- **3%** Others



PURPOSE OF VISITING

Buy	62%
Meet suppliers	8%
Get Inspiration	29%
Meet potential clients*	1%

**To be mentioned: on the website to pre-register, this category reached 12%. We did eliminate as many spinners as possible coming to "sell their products and meet potential clients", but surely not 10%... which means that onsite, many sales managers became buyers!*

For this reason, we will no longer accept spinners on day 2. We consider that numbers mean very little, and we prefer to welcome fewer visitors, but more potential buyers.

OTHER COUNTRIES (MAIN VISITORS)

To be noticed:

- The return of EU buyers, 90 from 14 countries
- Important Russian Federation visitors: 86
- A very timid number for North America: 13
- Japan: 183
- Korea: 118
- Bangladesh: 25

CHINA MAIN VISITORS

Zhejiang	2561*
Shanghai	2113*
Jiangsu	1198
Guangdong	693
Shandong	262*
Hebei	195
Beijing	187
Inner Mongolia	99
Fujian	87

* Attendance on 3rd day was double of day 1 & 2



DATES 2024

SPINCLUB

SPINEXPO™ PARIS

2 & 3 JULY 2024

BASTILLE DESIGN CENTER

SPINEXPO™ NEW YORK

9 & 10 JULY 2024

METROPOLITAN PAVILION

SPINEXPO™ HONG KONG

17 & 18 JULY 2024

SHUN TAK EXHIBITION & EVENT SPACE

EXHIBITION

SPINEXPO™ SHANGHAI

27-28-29 AUGUST 2024

WORLD EXPO EXHIBITION & CONVENTION CENTRE

PHOTOS OF THE SHOW

