

## Inaugural Econogy Hub further promotes Intertextile Apparel's sustainable offerings

**Shanghai, 15 August 2024.** Aiming to advance the topic of sustainability in the textile industry and relate it closely to the demands of economic and social change, this month's show will launch its new Econogy Hub. For more than a decade, Intertextile Apparel has been a strong proponent of a greener industry through its All About Sustainability zone – now, the show is adopting Messe Frankfurt's global Texpertise Econogy<sup>1</sup> concept, reflected in the change of zone and additional environmentally conscious offerings. Beyond its Econogy components, the fair will feature seven eco-focused group pavilions, three sustainable display areas, an ecoBoutique, and relevant innovations on show in the Digital Solutions Zone and across the fairground.

The show's new Texpertise Econogy features include **Econogy Finder**, the independent verification tool for exhibitors to improve sustainable practices and communicate green credentials, and **Econogy Talks**, the umbrella category for the show's eco-related seminars, forums, and product presentations. **Econogy Tours**, meanwhile, will guide buyers towards some of the show's forward-thinking exhibitors. Providing an anchor point for the fair's sustainability will be **Econogy Hub**, the new zone for eco-fabrics suppliers, certifications providers, and more, such as:

- **Bureau Veritas Group:** the long-running French company specialises in testing, inspection and certification to ensure a range of products, including apparel and textiles, comply with international standards. At the show, visitors to their booth can discuss textile testing ranging from flammability, to toxicology, to fibre composition and identification.
- **Cotecna Group:** with divisions in 50 countries worldwide, the company offers various services such as accreditation for a number of textile-related sustainability standards. Relevant certifications include GOTS, Textile Exchange, China Green Product, and more.
- **Eastco Industries:** at the fair, the GOTS-certified woven fabric manufacturer is set to showcase organic and recycled woven fabrics including plain, Y/Dye, jacquard with stretch, and print and coating. With clients including the likes of Benetton, Diesel, and Polo, the Hong Kong-based manufacturer's markets stretch from Asia to North America.

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<sup>1</sup> The combination of 'economy and ecology', an initiative being implemented across Messe Frankfurt's Texpertise Network.

- **TextileGenesis, a Lectra company:** hailing from the Netherlands, the company provides a pioneering traceability platform custom built for the textile ecosystem. The vision behind the service is to create radical transparency from fibre-to-retail, and ensure authenticity and provenance of sustainable textiles against generics.

Meanwhile, eco-focused group pavilions include **ECOCERT, Hyosung, Lenzing, LYCRA, OEKO-TEX, PRUTEX**, and **Sorona**, together featuring over 130 downstream suppliers. The PRUTEX Pavilion is making its debut at this edition, with its exhibitors to showcase various products using fibres such as PRUECO®, the first chemically regenerated nylon.

Featured display areas with a sustainability focus will be presented by LYCRA, Birla Cellulose, and Idole / Mitsubishi, while the fair's ecoBoutique will showcase products from the likes of Unifi and Zhangjiagang VCARE.

### **Digital Solutions Zone to help visitors navigate evolving business landscape**

As well as innovative solutions from Econogy Hub exhibitors such as TextileGenesis, products at the cutting-edge of the textile industry will be featured in the Digital Solutions Zone. Also making its debut at this edition, which is Intertextile Apparel's 30<sup>th</sup> anniversary, the zone will feature exhibitors such as:

- **Shima Seiki:** headquartered in Japan, the machinery and technology multinational's Hong Kong division will be presenting its industry-leading knitting machinery, design systems and software, and CAD / CAM systems. Applications for Shima Seiki knitted fabrics range from fashion and sportswear, to healthcare and home, to automotive and aeronautical.
- **Sympix:** a premier digital solutions provider for brands, designers, and manufacturers. Amongst other solutions, the company will showcase its AI-powered fabric search, AI pattern generation, 3D visualisation tools, digital product creation, digital photo-shoot, virtual catwalk, and virtual showroom.

Both Shima Seiki and Sympix will be giving presentations, followed by a panel discussion, as part of the fair's Digital Transformation Forum. Other notable events under the fringe programme's **Technology & Solutions** theme include Avery Dennison's integrated solutions for supply chain transparency; Sympix's exploration of how AI is revolutionising textile product development; and Unifi's presentation on REPREVE® powered by Textile Takeback™, the commercially-scaled product which converts textile waste into a wide range of recycled polyester filament, staple and fill products.

To make sourcing more convenient, buyers can find and connect with exhibitors across the fairground through a series of digital tools, including Connect PLUS. The platform allows users to filter search for matching exhibitors; includes AI recommendations; arranging of online or in-person meetings through its messenger function; and links scheduling notifications to WeChat, Facebook, or SMS. Buyers who pre-register for the show will automatically get a Connect PLUS account.

The fair is co-organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Textile Information Centre. It will take place alongside Yarn Expo Autumn, CHIC and PH Value at the National Exhibition and Convention Center (Shanghai), with the venue playing host to the entire apparel textile value chain. For more details on this fair, please visit: [www.intertextileapparel.com](http://www.intertextileapparel.com).

Intertextile Shanghai Apparel Fabrics – Autumn Edition will be held from 27 – 29 August 2024.

Other upcoming shows:

**Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies**

26 – 28 February 2025, Ho Chi Minh City

**Intertextile Shanghai Apparel Fabrics – Spring Edition, Yarn Expo Spring, and Intertextile Shanghai Home Textiles – Spring Edition**

11 – 13 March 2025, Shanghai

**Press information and photographic material:**

<https://intertextile-shanghai-apparel-fabrics-autumn.hk.messefrankfurt.com/shanghai/en/press.html>

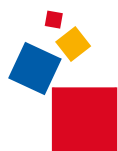
**Social media and website:**

[www.facebook.com/intertextileapparel](http://www.facebook.com/intertextileapparel)

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## Newsroom



### Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability) With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)