

# Press

**Final Report**

China International Nonwovens Expo & Forum  
Shanghai Mart  
Shanghai, China, 14 – 16 October 2015

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**Optimism amongst participants of first-ever China International Nonwovens Expo & Forum****High potential reported in hygiene, medical and filtration sectors in China****Strong growth anticipated in Chinese nonwovens market**

Messe Frankfurt's new nonwovens event, the China International Nonwovens Expo & Forum (CINE – supported by Techtexsil), concluded last month. The three-day event was held in Shanghai Mart from 14 – 16 October and featured nearly 100 exhibitors covering an area of 6,000 sqm, which attracted nearly 5,000 visitors from 29 countries and regions. Products featured included machinery and ancillaries for nonwovens, nonwovens and nonwoven products, raw materials and chemicals for nonwovens, and industry-related services, while the concurrent forum addressed the latest issues in the Chinese and global nonwovens industries.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd, commented: "This new event was created to help the industry take advantage of the high potential areas in the Chinese nonwovens industry: hygiene, medical and filtration. The feedback from exhibitors, as well as the discussions generated during the forum sessions confirmed this potential, and there is a very optimistic view of the industry at present in China which presents exciting opportunities for overseas suppliers to take advantage of."

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**High potential reported in hygiene, medical and filtration sectors in China**

CINE showcased a wide range of innovative nonwovens products and technologies, with those displaying items for the hygiene, medical and filtration sectors in particular optimistic about the market. U.S. Pacific from China was highlighting its innovative bio-degradable products for the hygiene and medical fields. Their Vice President, Mr Kelvin Yeung explained: “Our PLA bio-degradable raw material decomposes into carbon dioxide, and hence, is very environmentally friendly. Similar to other advanced technologies, this product has good prospects in the market, especially in China, where living standards and demand for quality goods are rapidly rising.”

Exhibitors also praised the event as an effective platform to meet buyers. Chinese exhibitor Furekan was displaying their new nonwoven product made from seaweed fibres and chitosan, which is renowned for its anti-bacterial and healing properties. Mr Tang Liang, Sales Manager, said: “We have been very busy since the first day, and this is an effective platform for us to demonstrate our new products.”

On the other hand, the quality and variety of products and technologies on display was praised by buyers. Ms Li Jie, Project Manager at Standridge Colour, China, expressed appreciation for the range of products at the event. “Compared to other fairs we have visited, this event includes a greater assortment of products, covering every aspect of the nonwovens industry. It also allows us to find new suppliers.” Ms Linda Liu, Sales Manager at Changzhou Juwu Machinery Co Ltd remarked on the technology she found, saying: “I have found many innovative technologies in this event which are very new and creative to me.” Mr Zhang Yibin, Purchasing Manager of Tiantian Paper Co Ltd was impressed by the jacquard spun lace products showcased by Nbound Nonwovens, another

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leading company in the industry. Mr Zhang commented: “I am impressed with their products and will follow up with them after the event. Getting the chance to meet with them has been my biggest benefit of visiting here.”

Those from the academic field also attended CINE, and were impressed by the new products, technologies and trends on offer. “To learn about new technologies, products and market trends here is a great experience,” Ms Ding Yuanrong from Soochow University said.

**Strong growth anticipated in Chinese nonwovens market**

The first ever CINE attracted major corporations within the industry. Mr Felix Liu from Autefa Solutions China visited the event and commented on the positive effects China’s growing economy has had on the rapidly increasing demand for nonwovens. He said: “Due to the rapid economic growth in China, demand for nonwovens products is rising. At this fair, I have made some good contacts with many spunlace manufacturers, and have met lots of potential new suppliers. In addition, I was deeply impressed by the organisation of the fair.”

The bright prospects of the nonwovens industry were also confirmed by influential seminar speakers who gave positive comments regarding the development of the nonwovens industry in the near future. Ms Winnie Wu, an Associate Consultant for the Hong Kong Productivity Council, gave a presentation on bio-degradable synthetic textiles, and commented she was pleased to see China’s increasing awareness in environmental protection. “I believe the Chinese nonwovens industry will see impressive growth in the years to come. Eco-friendly and waterproof technologies are experiencing rapid developments which is good for both the market and environment. There will also be improvement in the functionality of nonwovens due to the growing demand for quality goods by Chinese



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consumers.” She also considered the event overall a good experience. “Everyone visiting here is serious about the topics being discussed,” she concluded.

Mr Kim Meng Ng, a seminar speaker who came from the commercial sector, shared the same opinion. The Sales Director of TWE Group Smart Nonwoven Solutions said: “Business in the nonwovens market is going to go up in the coming year because it is an industry with such great versatility. Products are used in durables such as automotives and construction. On the other hand, it is also a common material in disposables such as diapers, wipes and wet tissues. What’s more, the applications of nonwovens are still growing too.” He also commented on how the seminar structure enhanced communication amongst different parties. “The seminars have brought together a good mix of people. I would say it is a well-structured programme covering various topics on technology and industry trends, delivered by experts from different fields, such as commercial players, technical people and academic professionals. It is a good blend of different topics and provides a comprehensive understanding of them,” explained Mr Ng.

China International Nonwovens Expo & Forum (CINE – supported by Techtexsil) is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; the China Nonwovens & Industrial Textiles Association (CNITA); and the Association of the Nonwoven Fabrics Industry (INDA).

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**Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €554 million in sales and employing 2,130 people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2014, Messe Frankfurt organised a total of 121 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at [www.messefrankfurt.com](http://www.messefrankfurt.com).