



SHANGHAITEX 2013

上海国际纺织工业展

第十六届上海国际纺织工业展览会

The 16th International Exhibition on Textile Industry

展会报告
SHOW REPORT

2013 • 6 • 10 – 13

中国 • 上海浦东 • 上海新国际博览中心
Shanghai New International Expo Centre,
Shanghai Pudong, PR China

云集全球顶尖纺织机械 引领行业转型升级

*Leading the Transformation and
Upgrading of China Textile Industry*

主办单位 Sponsors:

上海纺织(集团)有限公司

Shangtex Holding Co., Ltd.

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中国国际商会上海商会

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承办单位 Organizers:



上海纺织技术服务展览中心
Shanghai Textile Technology Service
& Exhibition Centre



上海市国际展览有限公司
Shanghai International Exhibition Co Ltd

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中国纺织工业盛事： 云集全球顶尖纺织机械 引领行业升级转型

China's Prime Textile Industry Event :
Leading the Transformation and Upgrading of China Textile Industry



两年一度的「上海国际纺织工业展览会」，自1984年首办以来已经被誉为云集业内精英的最佳场地，为行业缔造一个采购纺织机械及相关产品、信息技术交流的重要平台。

2013年第十六届上海国际纺织工业展览会的展出面积达103,500平方米，云集1,000家来自25个国家及地区的展商参展，全面展示全球顶尖纺织机械设备及行业最新产品。为期4天的展览共吸引超过53,183名买家参观采购。

本届展会聚焦纺织服装行业及市场发展新需求，以「引领行业转型升级」为主题，增设“数码印花机械”展区，举办“编织·时尚家—全国巡展”及多项同期活动，探索新技术及新材料等领域。

Debuted in 1984, The International Exhibition on Textile Industry (ShanghaiTex 2013) is a biennial event recognized as the best congregation place of industry professionals and the ultimate trading and technology exchange platform in the textile industry.

ShanghaiTex 2013 covered an area of 103,500 sq.m., featuring more than 1,000 leading international exhibitors from 25 countries and regions to showcase top notch machineries and latest textile products around the world. The 4-day Expo attracted a remarkable attendance of 53,183 professional visitors.

Evolving to meet the new demands raised during the rapid development of textile and apparel industry with “Leading the Transformation and Upgrading of the Textile Industry” as main theme, ShanghaiTex 2013 launched “Digital Printing Machinery Zone” and hosted various concurrent events such as “Knitting In Style – Home Decor Exhibition Tour” to explore new technologies and materials in textile arena.

参展商数目
No. of Exhibitors: 1,000+

买家数目
No. of Visitors: 53,183

海外买家人数
No. of Overseas Buyers: 5,195

买家来自之国家及地区数目
No. of Visiting Countries & Regions: 79

展场面积
Exhibition Area: 103,500 平方米
s.q.m.

展出机械设备数目
No. of Machinery & Equipment Exhibited: 1,200



主要展品范围 Main Scope of Exhibits

- 漂白、染色、印花及整理机械 Bleaching, Dyeing, Printing, Finishing and Making-up Machinery
- 数码印花机械 Digital Printing Machinery
- 纤维制造机械 Fiber Manufacturing Machinery
- 针织及织袜机械 Knitting & Hosiery Machinery
- 成衣工业用机械及配件 Machinery and Accessories for Apparel
- 工厂管理用的机械仪器 Mill Management Instruments
- 新材料、新技术及新设计针织品 New Materials, Technology & Designs for Knitting Products
- 非织造物机械及簇绒机 Non-Woven Fabric Machinery and Tufting Machinery
- 纺织业应用之软件 Software and IT for Textile and Garment Industry (CAD/CAM/CIM)
- 纺织及成衣零配件 Spare Parts and Accessories for Textile and Garment Machinery
- 纺纱机械 Spinning Machinery
- 产业用布技术及成品 Techtextile Technology & Product
- 试验和检测用仪器仪表 Testing and Measuring Equipment
- 纺织用化学品 Textile Chemicals
- 经编机、绣花机及织造机 Warp-Knitting, Embroidery and Weaving Machinery
- 倍拈机、络筒机及配件 Yarn Twisters, Winders and Accessories

参展国家及地区数目 No. of Exhibiting Countries and Regions: 25

奥地利、孟加拉国、巴西、丹麦、法国、德国、香港特别行政区、印度、伊朗、以色列、意大利、日本、韩国、马来西亚、中国、巴基斯坦、斯洛伐克、西班牙、瑞士、中国台湾、泰国、荷兰、土耳其、英国及美国

Austria, Bangladesh, Brazil, Denmark, France, Germany, Hong Kong SAR, India, Iran, Israel, Italy, Japan, Korea, Malaysia, PR China, Pakistan, Slovakia, Spain, Switzerland, Taiwan, Thailand, The Netherlands, Turkey, United Kingdom and USA.

国家或地区展团 Country / Group Pavilions:

德国展团 German Pavilion:

主办单位 Organizer: International Messe - Und Ausstellungsdienst GMBH (IMAG)

意大利展团 Italian Pavilion:

主办单位 Organizer: Servizi Espositivi Internazionali S.r.l. (SEINT)

韩国展团 Korean Pavilion:

主办单位 Organizer: Korea Textile Machinery Association (KOTMA)

中国台湾省展团 Pavilion of PR China - Taiwan Province:

主办单位 Organizer: 台湾区机器工业同业公会 Taiwan Association of Machinery Industry (TAMI)



参展商对展会之评价 Exhibitors' Comments on the Fair

展商对展会的观众素质表示满意至非常满意
rated the visitors quality from satisfactory to excellent

91%

展商对展会的观众数量表示满意至非常满意
rated the visitors quantity from satisfactory to excellent

84%

展商对展会的宣传及媒体报导表示满意至非常满意
rated the show promotion and media coverage from satisfactory to excellent

91%

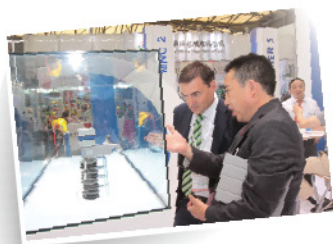
展商对展会整体服务表示满意至非常满意
rated overall service of the Fair from satisfactory to excellent

90%

展商表示有计划参加下届上海国际纺织工业展览会
are interested in participating at the next ShanghaiTex

93%

参展商达成参展目标 Exhibiting Targets Achieved



品牌宣传 Enhance brand promotion	96%
现场达成生意合约 Generate business at the Fair	94%
巩固现有客户关系 Strengthen existing clients relationships	94%
认识新客户 Find new customer(s)	93%
资讯/技术交流 Interchange industry information/technology	93%
提高销量 Boost sales	91%
开发市场 Develop market reach	90%
寻找分销商/代理商 Search for distributor(s)/agent(s)	83%
寻找合作伙伴 Search for joint venture partners	81%

展商推荐 Exhibitor Testimonials

Brazzoli Spa.

展会整体气氛很好，一些在展前已经有意向的客户，也有到展会参观并达成了生意合约。对于雅式办的展会以及服务感到满意。

We invited our potential clients to visit our booth at ShanghaiTex 2013 where we reached business agreement. We are satisfied with both exhibiting results and the services Adsale has offered.

香港中大实业有限公司 Chemtex Industrial Co Ltd.

本届与雅式合作组织「编织·时尚家」概念展台，展出由我们代理的纺织机器所制造的成品，引起合作夥伴及客户重视和欣赏。我们绝对推荐 ShanghaiTex 给有意发展中国市场的企业。

We launched "Knitting In Style" concept booth in collaboration with Adsale to showcase knitted products manufactured by the machinery that we carry. It raised attention and appreciation from both our suppliers and clients. We'd definitely recommend ShanghaiTex to enterprises which plan to develop China Market.

Digital Textile Solution Asia Ltd.

衷心感谢组委会主动提供筹办研讨会的创新意见，总的来说我们达至参展预期的品牌宣传效果。

Heartfelt thanks to the Organizing Committee for taking initiative to provide creative ideas for us in organizing seminars. We have achieved our desired branding effects.

爱普生(中国)有限公司 Epson (China) Co., Ltd

展会现场见到了很多新客户及国外的客户，其中欧洲的客户比较多。上海国际纺织工业展是业界大型的展会，下一届我会继续参加！

We have made contacts with many new and International customers at ShanghaiTex 2013. ShanghaiTex is a large-scale textile industry event and we will continue to exhibit in the next Show!

东伸工业株式会社 Toshin Kogyo Co., Ltd.

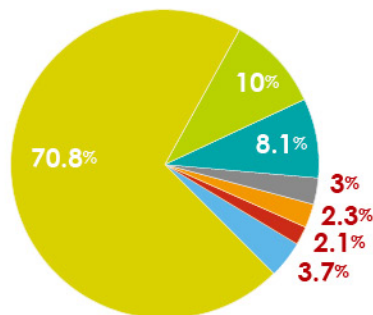
展会现场效果不错，除了之前的老客户外也增加了一部分新客户的询价。

ShanghaiTex 2013 is an effective platform where we met with existing clients and received inquiries from new clients.



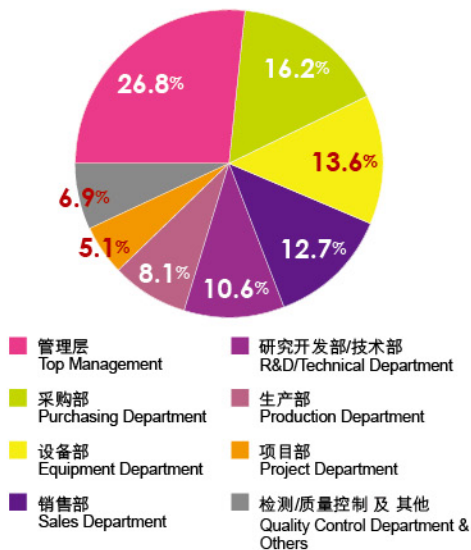
观众统计 Visitor Statistics

单位的业务性质 Business Nature of Organization



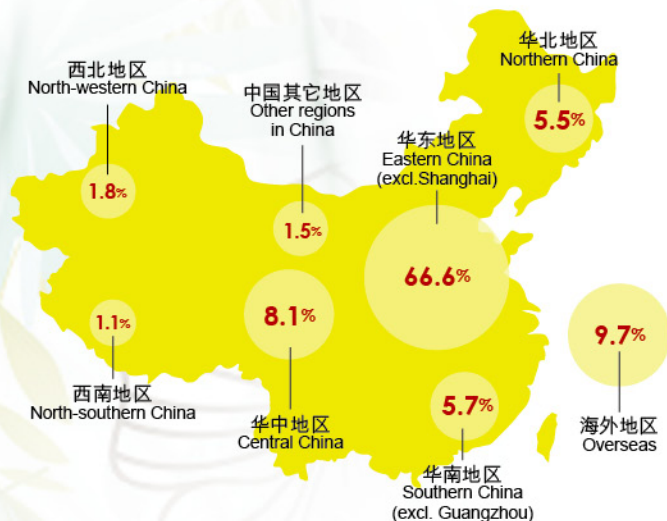
- 生产/制造业 Manufacturing
- 贸易经销 (进出口/批发) Import/Export/Wholesales
- 贸易经销 (代理/分销) Trading/Agent
- 零售 Retail
- 科研单位/技术中心及 大学/学术单位 Research Institute & University/College
- 商会/协会及 政府部门 Association & Government Department
- 服务及其它 Servicing & Others

所属部门 Job Functions



- 管理层 Top Management
- 研究开发部/技术部 R&D/Technical Department
- 销售部 Sales Department
- 生产部 Production Department
- 设备部 Equipment Department
- 采购部 Purchasing Department
- 项目部 Project Department
- 检测/质量控制及其它 Quality Control Department & Others

地区分类 Geographical Origins



最感兴趣之展品 Most Interested Exhibits



观众可选项 Multiple options allowed

部份名单及排名不分先后
Partial List & In Arbitrary Order

参观团体 Buyer Delegations

国内参观团 Chinese Buyer Delegation Group

- 中国喷墨网采购团 China's Inknet.cn Sourcing Group
- 宁波萌恒集团公司 Ningbo MH Group
- 江苏阳光集团 Jiangsu Sunshine Group
- 江苏盛虹集团 Jiangsu Shenghong Group
- 鲁泰纺织股份有限公司 Luthai Textile Co., Ltd.
- 杭州航民达美染整有限公司 Hangzhou Hangmin Damei Dyeing Co., Ltd.
- 江苏省纺织流行色协会/江苏纺织 Jiangsu Textile Fashion Color Association/ Jiangsu Textile
- 上海纺织品商业行业协会/中国东方丝绸市场 Shanghai Textile Industry Association/China Oriental Silk Market
- 山东省国际商务联合会针织分会 Shandong International Business Association Knitting Branch
- 杭州纺织行业协会 Hangzhou Textile Association
- 南海纺织行业协会 Nanhai Knitting Association
- 张槎针织行业商会 Zhang Cha Knitting Association
- 温州服装商会+女装分会
Wenzhou Chamber of Commerce-Ladies Wear Branch
- 清河羊绒产业创业商会
Qinghe Cashmere Industry Entrepreneurship Chamber of Commerce



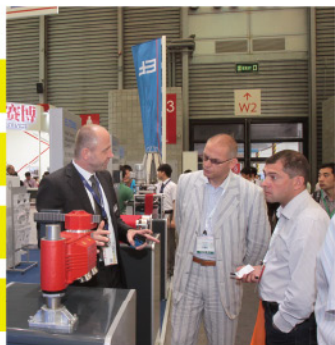
海外参观团 Overseas Buyer Delegation Group

- 越南工商会 Vietnam Chamber of Commerce & Industry
- 印尼纺织协会 Indonesian Textile Association
- 港九纺织染业职工总会 Hong Kong & Kowloon Spinning Weaving and Dyeing Trade Workers General Union
- 巴西、印度、印度尼西亚、韩国、泰国、土耳其、巴基斯坦、乌兹别克等地的买家代表团
Delegations from Brazil, India, Indonesia, Korea, Thailand, Turkey, Vietnam, Pakistan and Uzbekistan

参观团体 Buyer Delegations

观众对展会之评价 Visitors' Comments on the Expo

- 94% 观众对整体展会质素表示满意至非常满意
rated the overall quality of the Expo from satisfied to very satisfied
- 94% 观众评价展会为国内同行业最高规格的展览会
agreed ShanghaiTex is a high-end expo in the industry
- 95% 观众评价展会为国内行业内最具影响力的展览会
agreed ShanghaiTex has influence in the industry
- 95% 观众表示有计划参观下届上海国际纺织工业展览会
indicated they are planning to visit next ShanghaiTex



买家推荐 Visitor Testimonials

「我是首次参观上海国际纺织工业展，展会新增的数码印花机械专区能满足市场需求，展示了最新数码印花技术。」
"It is my 1st time to visit ShanghaiTex, the new theme zone "Digital Printing Machinery Zone" can meet the market demand & it showcases latest digital textile printing technology."

Truong Minh Company Limited

总监 Nguyen Quang Minh 先生 (越南)

Mr. Nguyen Quang Minh, Director of
Truong Minh Company Limited
(Vietnam)

「上海国际纺织工业展2013的展商质素很高，此展会给纺织行业提供了一个非常好的贸易平台。我必定会参观下一届展会。」

"Exhibitors at ShanghaiTex 2013 are in very good quality. It provides an excellent trading platform for the textile industry. I will definitely visit next edition of ShanghaiTex."

宁波萌恒集团

生产运营部经理 张雪荣

Mr. Zhang Xue Rong,
Manager of Production
and Operation
Department of
Ningbo MH Group

「每届都有参观，集团将开辟新生产线及更新一批设备，在上海国际纺织工业展都能采购到，从中受益很多。」

"We visit ShanghaiTex every edition, our group will set up a new production line and renew equipment. We can find all the equipment that we want in this show."

常熟华懋纺织有限公司

研发中心 季平

Mr. Ji Ping, Research
Center of HM Textile
(Changshu) Inc.

「展会很专业，企业需求都能满足，本届展会节能环保及新工艺新技术较突出，是了解纺机行业最新资讯的好平台。」

"ShanghaiTex is a professional exhibition, which can satisfy the sourcing needs of enterprises. The themes of energy saving, environmental friendly and new technology are the highlights of this show. It offers an excellence platform for us to learn latest information of textile industry."

3 大新增焦点活动：纺织技术展示区 Textile Technology Display Zones

编织·时尚家全国巡展 Knitting In Style - Home Decor Exhibition Tour

雅式携手香港中大等展商精心打造，以家居实景形式全面呈现国际创新纺织技术、创意家纺设计、以及时尚家居陈设艺术。巡展将陆续于北京、浙江义乌等地巡回展出。 Adsale, Chemtax and other renowned exhibitors jointly organized "Knitting In Style", showcasing world's most innovative textile technologies, creative home textiles, new fiber products as well as stylish home design and furnishings art. The Exhibition Tour will be held afterward in Beijing and Yiwu, Zhejiang.

主办单位+首席赞助商
Organizer + Principal Sponsor



赞助商
Sponsors



潮流纱线展示 Fashionable Yarns Showcase

知名参展商和国际纺织品牌展示最新纱线材料，揉合最先进针织技术，将纱线或纤维生产成时装，在会场展现风姿。 Renowned exhibitors and international textile brand displayed the whole processes of manufacturing lines of knitwear - from fibers & yarns to the ready-to-wear apparels at this Showcase.

主办单位
Organizers



康丽数码成衣印花体验区 Digital Garment Printing Zone By Kornit Digital

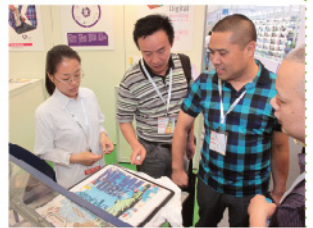
业界领先的高速服装数码打印服务供货商一条龙展示机械技术、软件程序和印刷成品，并免费赠送即场打印的精美T恤予买家。

Industry-leading high-speed digital garment printing provider demonstrated in total solution of machinery, software applications and printed outputs and giveaway free T-shirts that printed on the spot to visitors.

主办单位
Organizer



T恤赞助商
T-shirt Sponsor



同期活动 Concurrent Events

24 场专题研讨会 Symposium

纺织行业科技及趋势论坛 Textile Industry
Technologies and Trends Forum



数码印刷技术系列专题研讨会（共11场） Digital Printing Technology Seminar Series (11 sessions)

主办单位
Organizer



CJ68型棉精梳机产品介绍/CB200型单眼并条机产品介绍/
新型纺纱设备和技术/现代梳棉机技术创新与展望
Latest Textile Technology Forum Part I

基于多光谱成像技术的颜色测量系统及其在纺织与制衣行业的应用
The Imaging Color Measurement (ICM) System based on
Multispectral Imaging Technology for Textile and Apparel Industry

2014-2015 运动装设计及流行趋势论坛
2014-2015 Sportswear Design & Trends Forum

“无水染色、印花转移新技术”新闻发布会
Press Conference on “Waterless Dyeing & Transfer Printing Technology”

印染新技术专场交流会
Forum on Latest Development on Dyeing & Printing Technology

澳大利亚美丽诺、羊毛标志与纺织和服装（共2场）
Australian Merino and Woolmark for Textiles and Apparel (2 sessions)

崭新的环保印花解决方案
Forum on Latest Development on Dyeing & Printing Technology

物料舒适度客观评估及织物触感测试评估之技术简介
Introduction of Clothing Comfort Evaluation and Fabric Touch Comfort

兰精纤维及其在涡流纺的运用
Lenzing Fibers and Air Jet Spinning with Lenzing Fibers

立达纱线品牌及其特性
Rieter Com4® yarn

MANA智能纱线/富尔格 (Fulgar) Q-Skin 抑制细菌增生智能微纤 &
Q-Nova 循环再用微纤研讨会
EMANA Smart Fabrics/Q-Skin the Smart Bacteriostatic Microfiber & Q-Nova Recycled Microfiber by Fulgar

“现代纺织新技术”专家论坛
Latest Textile Technology Forum Part II





合作媒体海量宣传 Extensive Media Coverage

合作媒体众多，未能尽录，排名不分先后：

Partial List of Media Partners (Not in particular order)

- Apparel Views
- Bangladesh Textile Today
- Channel Lingerie 《中国内衣频道》
- China Fiber Inspection 《中国纤检》
- China Textile and Apparel (CTA) 《中国纺织及成衣》
- Dyeing & Finishing Information 《印染资讯》
- Fashion Group
- Guoji Fangzhi Daobao 《国际纺织导报》
- Industrial Directory Chinese Sweater 《中国毛衫产业大全》
- Industry Focus 《工业透视》
- International Textile 《时尚面料与辅料》
- International Textile Market
- Jiangsu Textile 《江苏纺织》
- Journal for Asia on Textile and Apparel (ATA) 《纺织及成衣 (亚洲版)》
- Knitting Trade Journal
- Knitting Views
- Kohan Textile Journal
- Pakistan Textile Journal
- Printing World 《印花世界》
- Progress In Textile Science & Technology 《纺织科技进展》
- Revista Textil
- Saier Accessories Market 《赛尔服装辅料市场》
- Saier Sewing Equipment Industry 《赛尔缝制设备工业》
- Taiwan Machinery 《台湾机械指南》
- Technical Textiles Innovation
- Tecoya Trend
- Tekstil Dünyası
- Tekstil Teknoloji
- TExTalks
- Textile Asia
- Textile Excellence
- Textile Garment Market Information 《纺织制衣市场快讯》
- Textile Life
- Textile Machinery Market 《纺织机械市场》
- Textile Panamericanos
- Textile Printing 《纺织品印花》
- Textile World Asia
- Textilegence Magazine
- Textowear
- Thailand Industrial Today
- The Apparel Times
- The Fashion Machine News
- The Stitch Times
- The Textile Magazine
- TINNEWS
- Wool Textile Journal 《毛纺科技》
- 《印染世界商情》
- 《博信针织》电子杂志
- 《纺织e周刊》
- 《服饰导报》

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 ANNUAL
 ADVENTURE

雅式展览服务有限公司 Adsale Exhibition Services Ltd.

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6th Floor, 321 Java Road, North Point, Hong Kong

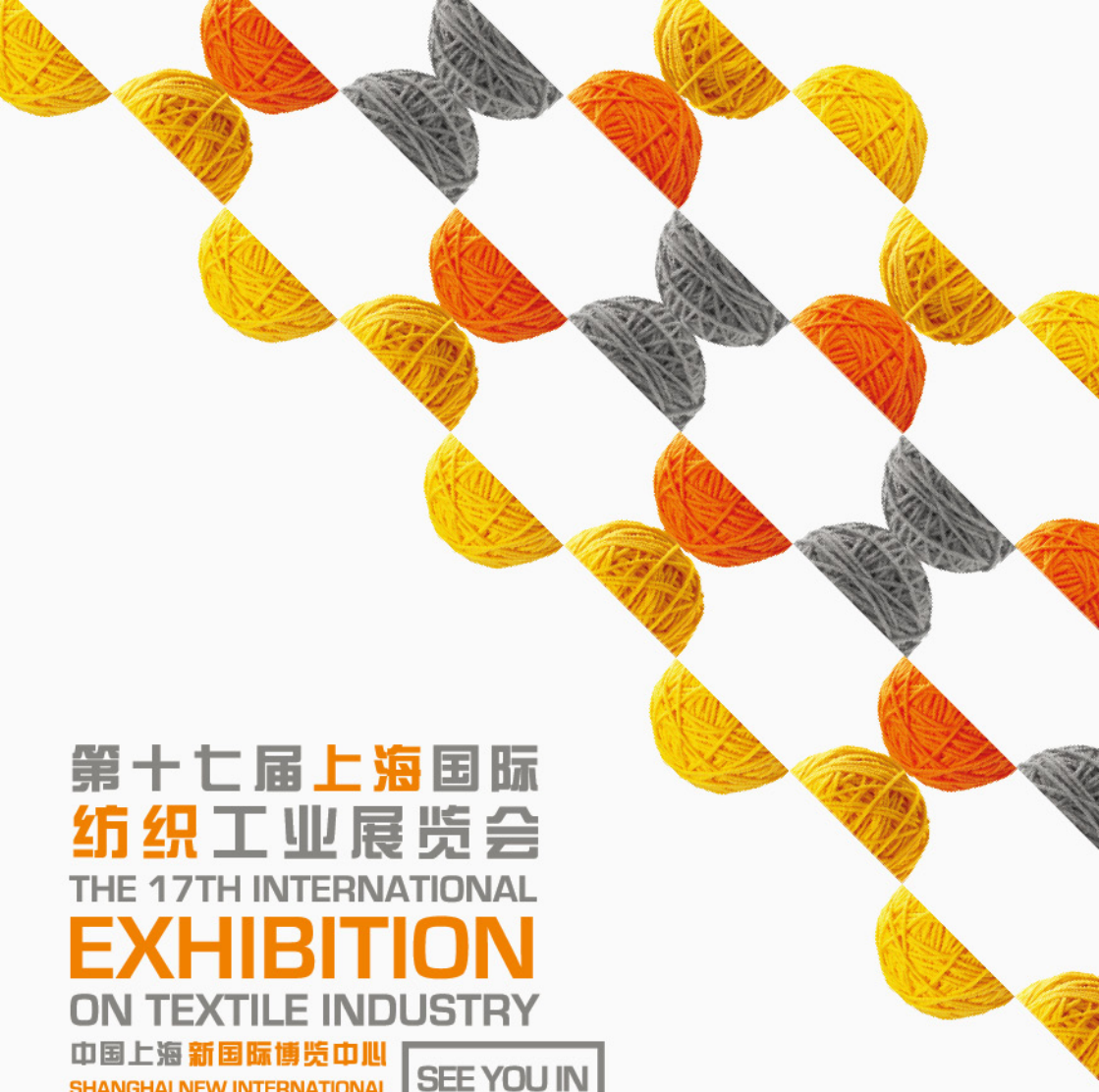
电邮 Email : textile@adsale.com.hk / publicity@adsale.com.hk

电话 Tel. :

香港 Hong Kong	北京 Beijing	上海 Shanghai	深圳 Shenzhen	新加坡 Singapore
852 - 2811 8897	86 10 - 5129 3366	86 21 - 5187 9766	86 755 - 8232 6251	65 - 6235 7996

更多展会最新资讯 MORE INFORMATION :

www.ShanghaiTexOnline.com | www.上海纺机展.com



第十七届上海国际 纺织工业展览会

THE 17TH INTERNATIONAL
EXHIBITION
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中国上海新国际博览中心
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