

news +++ Yarn Expo Shenzhen
Shenzhen Convention & Exhibition Center (Futian), China, 9 – 11 June 2026



Yarn Expo Shenzhen 2026 returns in June as Greater Bay Area advantages drive mid-year sourcing

Shenzhen, 13 April 2026. Building on the previous edition's strong results that drew nearly 40,000 visits from 64 countries and regions¹, Yarn Expo Shenzhen will return from 9 to 11 June 2026 at the Shenzhen Exhibition and Convention Center (Futian). Positioned in the heart of the Greater Bay Area (GBA), the city offers seamless access to upstream yarn and fabric suppliers as well as downstream manufacturing hubs, creating an efficient ecosystem that links sourcing, production and market access. Against this backdrop, the fair will once again offer exhibitors and buyers direct access to South China's dynamic yarn and fibre market, supported by strong supply chain connectivity, innovation-driven manufacturing, growing adoption of advanced technologies, and increasing emphasis on sustainable development.

As global demand continues to rise, the yarn and fibre market is projected to reach USD 108.5 billion in 2026, with Asia-Pacific the largest regional market². Accelerating sourcing timelines are prompting buyers and suppliers to focus on streamlined supplier matching and practical cross-border cooperation. In this context, Shenzhen and the GBA's textile production capability, growing focus on AI, and expanding international business links enable Yarn Expo Shenzhen to use its unique position to connect with the full spectrum of textile and apparel buyers, in Guangzhou and across Mainland China, Hong Kong, Macao, Taiwan, Southeast Asia, and global markets.

Emphasising the fair's role, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "What sets Yarn Expo Shenzhen apart is its ability to turn regional strengths into tangible business opportunities by bringing the right products, people and ideas together. As sourcing priorities continue to evolve, the fair offers exhibitors a more targeted way to engage buyers, raise visibility, and take part in market-driven industry exchange through its well-defined product zones and a strong fringe programme."

This year's edition will continue to facilitate efficient sourcing through a structured showcase featuring eight distinctive themed zones: International Zone, Cashmere Yarn, Chemical Fibre, Cotton Yarn, Fancy Yarn, Green Linen Yarn, Silk Yarn and Quality Wool Yarn. Supported by the concurrent Intertextile Shenzhen Apparel Fabrics

¹ Together with its concurrent fairs

² "Yarn, Fiber and Thread Market Report 2026", January 2026, Research and Markets, <https://www.researchandmarkets.com/reports/5939445/yarn-fiber-thread-market-report>, (Retrieved: March 2026)

and its increased focus on AI and digitalisation, Yarn Expo Shenzhen 2026 will reflect the industry's growing focus on sustainability, functional innovation and advanced technologies, enabling exhibitors to present their offerings with sharper positioning and forward-thinking visitors to compare sourcing options more efficiently.

Alongside the product display, a series of fringe events will deepen market exchange and industry engagement across the supply chain. Trend presentations, forums, product launches and one-to-one business matching sessions will provide additional opportunities to raise visibility, share insights and build new connections.

The fair's location and mid-year timing continue to resonate with exhibitors, many of which see Yarn Expo Shenzhen as a targeted route to buyers in South China and beyond, amplified by the synergy of its concurrent fairs. Exhibiting in 2025, Mr Jimad Khan, International Sales & Marketing Manager, Perino by Woolyarns, New Zealand, said: "We are an established New Zealand woollen yarn spinner. Our award-winning blend of merino and possum offers enhanced warmth and reduced pilling, reflecting our commitment to quality, innovation and sustainability. Yarn Expo Shenzhen offers opportunities in the Greater Guangzhou area, where our customers and the knitting community converge, allowing us to access the promising Chinese market beyond Shanghai."

Another exhibitor from last year's show, Ms Vivi Hu, Vice General Manager of Sales, Jingyi Group, China, added: "We increasingly use sustainable Lyocell-blended yarns in response to brands' eco-conscious movement. The mid-year fair does not overlap with overseas shows, reaches customers in Guangdong and the high-tech Yangtze River Delta, plus Shenzhen is convenient. The concurrent apparel textile and fashion shows are good for synergy since many exhibitors there are our customers. Our Group has also effectively promoted our brand and products at the forums."

Yarn Expo Shenzhen 2026 will be held concurrently with Intertextile Shenzhen Apparel Fabrics and PH Value, together providing a comprehensive trading platform for the entire textile value chain.

Yarn Expo Shenzhen is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; China Cotton Textile Association; and China Chemical Fibers Association. For more details on the upcoming fair, please visit: <http://www.yarnexpo-shenzhen.com>.

Yarn Expo Shenzhen will be held from 9 – 11 June 2026.

Other upcoming shows:

Intertextile Shanghai Apparel Fabrics – Autumn Edition / Yarn Expo Autumn
25 – 27 August 2026, Shanghai

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT)
24 – 26 February 2027, Ho Chi Minh City

Press information and photographic material:

<https://yarnexpo-shenzhen.hk.messefrankfurt.com/shenzhen/en/press.html>

Social media and website:

<facebook.com/yarn.expo>

instagram.com/yarn_expo

www.yarn-expo-shenzhen.com



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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).

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*Preliminary figures 2025